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California Development

AGRICULTURE and INDUSTRY

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L. XIII. NO. 2

SAN FRANCISCO, CALIFORNIA, JANUARY 15, 1923

JAN 25 1923 10c a Copy

California Mineral
Production in 1922
valued 257 Million

THE total value of the mineral production of California for year 1922, just closed, is conservatively estimated by the statistical division of the State Mining Bureau under the direction of Arthur Hamilton, State mineralogist, to have been approximately \$257,351,690. This is, in part, deduced in the tabulation below; but, where there are more than fifty mineral substances on California's commercial list, it is impractical to give this early date to obtain definite figures on other than the more important items. The blank report forms will be mailed out next week to the operators in all mineral lines, and the date of publication of the final and complete report will depend upon the promptness of their replies. The State Mining Bureau urges the hearty co-operation of all concerned, to the end that the results may be made known early.

Gold Yield

This estimated total of \$257,351,690 is a decrease of \$10,805,782 from the 1921 production, due mainly to lower prices prevailing for crude petroleum, and an apparent decrease of nearly a million dollars in the gold yield. Preliminary reports indicate a record yield of approximately 139,000 barrels of petroleum; but, production was considerably in excess of consumption, the prices for all grades dropped accordingly. This resulted in lowering the average price, although the increased yield was of the higher gravity grades and especially in the latter part of the year. We have estimated an average value, at the end of 1922, of \$1.60 per barrel for the first six months of 1922, and \$1.21 per barrel the second half; the counts being 61,000,000 barrels and 78,000,000 barrels, respectively, for the two periods. This gives an average of \$1.375 per barrel for 1922 as against \$1.804 per barrel in 1921. This results in a net decrease of slightly over \$12,000,000 total value.

Though reports from the gold mining districts have, for the most part, been indicative of renewed interest and renewing operations, receipts of bullion at the mint and melters show a decrease for the year. This was in part due to the wagon mine fire, and to a slight decrease in dredge yield. Silver, mainly from the Randsburg district as in 1921, showed a small decrease from the high point of the preceding year. Copper shows an increase to nearly double the 1921 figure, owing to the resump-

(Continued on Page 2, Col. 4)

ANNOUNCEMENT

Commencing with the February issue this publication will be known as the California Journal of Development and will be changed in general style to a magazine of wider interest to reflect the varied industrial and agricultural activities of California.

Writers of wide experience in the State's business and industry will contribute illustrated articles which will be of vital interest to our readers.

Affiliated with State-wide industrial organizations and city and county chambers of commerce, the California Development Association has completed plans to make the California Journal of Development an important factor in giving publicity to the State's industries which will augment the already extensive program of the association in the work of stimulating business and attracting capital to the Golden State.

An attractive cover design has been prepared and will be printed in two colors. This will greatly add to the general appearance of the magazine.

WATCH FOR THE FEBRUARY ISSUE

Silk Interests Appraise State Product

After four years of experimental work in the production of raw silk, California interests have just been notified through the Foreign Trade Club that the largest American manufacturers are sending a commission to San Francisco for conference and inspection, to determine commercial possibilities. The mission will arrive February 18 or 19, according to an announcement received yesterday by Managing Director N. A. Davis of the club from Vice-President D. E. Douty of the chemical and research laboratories of the United States Testing Company, Inc., which has been analyzing the California product.

More Acreage Ready

"Besides the eighty-six acres now producing at Oroville, we are ready to place 300 additional acres under cultivation immediately," said Davis. "I am not privileged to divulge the names, but some of the leading bankers and fore-

most developers of San Francisco have succeeded in having these tests made in the East and are now prepared to invest vast sums in the development of the industry. All work to the present has been experimental, but we have already proved that we can undersell the Orient, and actually supply the Far East with a better grade of silk, at a profit to us, than they can produce."

Specimens in Demand

Among the Eastern silk men of national prominence who have become interested in the California development are Charles Cheney and the Barbour silk interests. The advisory committee of the American Silk Association has also asked that specimens be forwarded for their inspection. The mission that is coming here will remain several days before departing for the Orient on February 21 on the President Pierce. —San Francisco Chronicle.

Al C. Joy Outlines Development of San Joaquin Valley

By AL. C. JOY

(Continued from December Issue)

AT Sacramento the tourist heard the tale of the Gold Trail; today they are hearing a miracle story of a land reborn. Twenty years after the Forty-niners had passed through gold-seeking's mad fever and fields of grain were waving once again in the great northern valley, the spot upon which the splendid city of Fresno stands was a barren desert waste, where horned toads, jackrabbits, and ground owls held undisturbed possession.

Nation's Richest City

Fresno's story runs but fifty years. In 1872 it was a whistling post. It had no past, anticipated no future. Today it has seventy thousand inhabitants. It is growing by leaps and bounds. It is by government report the richest city per capita in the nation. The county of which it is the seat of government is surpassed in all the nation by but one in the value of its agricultural products. That one other is the California county of Los Angeles. Fresno, modern, prosperous, progressive city, stands as a monument to the trinity of agricultural success, soil, water, and climate.

Raisins are Sun-Made

The raisin monopoly of Central California is a God-given monopoly of perfect raisin-curing climate. With the exceptions of the raisins of Spain, practically all the rest of the raisins and currants produced in the world are artificially processed. San Joaquin Valley raisins are put through no process save that of sun-drying. They are genuinely "sun-made."

But let it not be thought that the prosperity of the San Joaquin Valley, for that matter the prosperity of Fresno, depends upon raisins alone. Hundreds of thousands of acres of land still are unplanted, still wait the coming of the farmer. The development of a great irrigation project at Pine Flat in the mountains above Fresno will conserve the waters that now go to the sea in the spring run-off, and put them upon many of these acres.

Those that cannot be reached by the gravity water system will be irrigated by electrically operated pumps. It may be that the future demand for raisins will be such as to bring these lands under grape cultivation. But if there were to be not one more grape planted, there would be no retarding of San Joaquin Valley development, no lessening of op-

(Continued on Page 2, Col. 4)

California Leads World In Mineral Wealth

By FLETCHER HAMILTON, State Mineralogist

THE State of California includes a total area of 158,360 square miles, of which 155,980 square miles are of land. The maximum width is 235 miles, the minimum, 148 miles; and the length from the northwest corner to the southeast corner is 775 miles. The State is divided into fifty-eight counties. Some mineral of commercial value exists in every county, and last year active production was reported to the State Mining Bureau from all of the fifty-eight. In the mountainous portions of the State are largely found the vein-forming minerals. In the desert regions of Southeastern California ancient lake beds afford supplies of saline deposits. Underlying the interior valleys of the central and southern portions of the State are the large crude oil reservoirs. Building stones and mineral earths of all descriptions are widely distributed throughout its length and breadth.

California yields commercially a greater number and variety of mineral products than any other State in the United States, and probably more than any other equal area elsewhere on the earth. Of one item, borax, California is the sole producer; and for many years it was the sole domestic source of chromite and magnesite. We produce at least 75 per cent of the quicksilver of the United States. For some years we have been leading all others in gold and platinum; while alternating in the lead with Colorado in tungsten, and with Oklahoma in petroleum.

Development of hydro-electric resources in California is nowhere more important than in the mining districts. Some of the leading, large unit installations are in close proximity to important mineral regions. Electricity is destined to play an increasingly significant part in the economic development of this commonwealth and its natural resources.

Mineral output in California during the year 1920 (the latest year for which complete figures are available) amounted to the sum of \$242,099,667 worth of crude materials. There were fifty different mineral substances, exclusive of a segregation of the various stones grouped under gems.

It is difficult, if not impossible, to intelligently discuss an industry, as a whole, which covers such a large field, and it has therefore been deemed expedient to segregate the materials into five groups under the general classification of Fuels, Metals, Structural Materials, Industrial Materials and Salines.

The metal group was the only one as a whole showing a decrease, in 1920, being due mainly to gold, copper, and quicksilver. Notable increases were registered by silver and lead.

An interesting feature of the returns is the status shown by the structural group. The total value

for this group jumped from \$16,796,784 to \$29,723,405, due mainly to cement, "miscellaneous stone" (crushed rock and gravel), brick and tile, and magnesite, in the order named. This indicates a renewal of the building and construction activity, which has been curtailed during the war period.

The "industrial" group showed an increase in total value from \$2,041,981 to \$3,567,760. The more important items were diatomaceous earth, barytes, lithia and talc. In the saline group, there were important increases made by borax and soda, but which were nearly counterbalanced by a decrease of almost a million by potash.

Fuels

Among the most important mineral products of California are its fuels. This subdivision includes coal, natural gas and petroleum, the combined values of which make up over 50 per cent of the State's mineral output.

There are deposits of peat known in several localities in California, small amounts of which are used as fertilizer, but none has yet been utilized for fuel.

California has produced a larger aggregate quantity of crude petroleum than any other single State. In 1920 it produced 105,721,000 barrels, which is its largest annual production up to the present time, and constituted 23.8 per cent of the total output of the United States. There was an overproduction of crude petroleum in California from 1910 to the middle of 1915 and large quantities were placed in storage. Beginning in 1915 and continuing through 1920 the annual consumption of California crude petroleum exceeded its annual production. Even with the record of 105,721,000 barrels in 1920, consumption exceeded production by about 8,240,000 barrels. In 1921, due to the discovery of new oil pools and the resumption of development of "withdrawn" lands, production increased to such an extent that the output again exceeded consumption.

California crude petroleum generally contains a much smaller gasoline content than that produced in other oil fields of this country, and a considerable percentage of the crude petroleum is sold directly for fuel purposes. In recent years, however, the proportion of lighter gravity crude petroleum, which contains a higher gasoline content, has increased, namely, from 45 per cent in 1910 to 69 per cent in 1914, since which time its proportion has fluctuated from 65 to 68 per cent. This increase makes it possible to obtain a larger percentage of gasoline, but it lessens the proportion of fuel oil. An adequate supply of petroleum is more important for the Pacific Coast than for any other section of the country, as it constitutes the main source of fuel for heating purposes, marine and river navigation, public utilities, railways, and for mining and manufacturing industries. Even its

dependence upon gasoline and other motor fuels is greater than in any other section for use by the agricultural and horticultural industries. California supplies most of the industries of Arizona, California, Nevada, Oregon and Washington with fuel and refined products. The absence of an adequate supply and the relatively high price of coal make fuel oil a very important factor in the entire Pacific Coast region.

Metals

The total value of metals produced in California during 1920 was \$19,989,487. The chief of these is, and always has been, gold, followed in order in 1920 by silver, quicksilver, lead, zinc, platinum, manganese and iron. Deposits of ores of nickel and vanadium have also been found in the State, although there has as yet been no commercial output of them. There was no production of antimony, cadmium, molybdenum, nor tungsten in 1920. The above total value is a net decrease of \$4,487,734 from the 1919 total of \$24,477,221. This was due mainly to the marked drop in gold, copper, and quicksilver. Silver, lead, iron, and platinum showed increases in the order named.

California leads all other States in the Union in her gold production, and the precious metal is widely distributed throughout the State. Twenty-nine of the fifty-eight counties reported an output in 1919 from either mines or dredges.

Copper, which is second in importance among the metals of the State, occur in the following districts: the Shasta county belt, which is by far the most important; the Coast Range deposits, extending more or less continuously from Del Norte in the north to San Luis Obispo county in the south; the Sierra Nevada belt, starting in Plumas and running in a general southerly and southeasterly direction through the Mother Lode counties and ending in Kern; the eastern belt in Mono and Inyo counties; and the southern belt, in San Bernardino, Riverside, and San Diego counties.

Silver is not generally found alone in the State, but is associated to a greater or less extent with gold, copper, lead, and zinc. Quicksilver for many years has been one of the State staple products.

Tungsten is found in but few other localities of importance in the United States.

Large deposits of iron ore have been known in several sections of the State, but for various economic reasons this branch of the mineral industry thus far has made only slight progress here.

Structural Materials

As indicated by the above heading, the following mineral substances are those more or less directly used in building and structural work. California is in-

Joy's Story of California

(Continued from Page 1, Col. 4)
portunity for agricultural achievement.

Citrus Fruit

At the foot of the eastern hills extending almost the entire length of the valley, is a belt of citrus fruit that in the coldest winters is practically immune from frost. It is ideal for the growing of citrus fruits—oranges, lemons, and grapefruit. Thousands of carloads of citrus fruits are shipped from the San Joaquin Valley every year, ripening weeks earlier than the citrus fruits of Southern California. Thousands of tons of peaches, apricots, pears, plums and other deciduous varieties are dried, canned or fresh, go from the valley into the world's markets. No finer olives are produced anywhere. It is freely predicted that within twenty years the citrus industry in the valley will be second in importance only to the raisin industry.

Figs and the Future

In the Garden of Eden the fig tree was the first man's greatest blessing.
(Continued on Page 10, Col. 1)

Mining Industry

(Continued from Page 1, Col. 1)
tion of shipments by the Walkers in Plumas County and the continuity of operations by the neighbor, the Engels group. Lead and zinc increased materially, both in quantity and value; as did also quicksilver in a lesser degree. Magnesite shipments increased about 25 per cent, owing to improvement in the demand for plastic purposes. As the demand for building materials was active during 1922, the structural group (brick, cement, building stone, crushed rock, etc.) showed some increase in value over 1921. There were no notable changes in the general status of the miscellaneous "industrial" group; nor among the salines, except borax. The lead named recovered, in part, from the slump of 1921, and the present market is reported favorable for a continuation of activity.

The estimated quantities and values for 1922 are tabulated as follows:

| | |
|--------------|---|
| \$14,900,000 | gold. |
| 3,200,000 | (3,200,000 fine oz.) silver. |
| 3,035,100 | (22,650,000 lb.) copper. |
| 356,250 | (6,250,000 lb.) lead. |
| 206,340 | (3,620,000 lb.) zinc. |
| 217,000 | (3,500 flasks) quicksilver. |
| 58,500 | (650 fine oz.) platinum. |
| 191,000,000 | (139,000,000 bbls.) petroleum. |
| 5,250,000 | (75,000 M. cu. ft.) natural gas. |
| 33,000,000 | brick, cement, building stone, crushed rock, etc. |
| 2,750,000 | miscellaneous "industrial" minerals. |
| 2,750,000 | salines (including borax, potash, salt, soda, etc.) |

(Continued on Page 12, Col. 3)

IT HARDER FOR A SETTLER TO COME TO CALIFORNIA IN 1922 THAN IN 1849???

nging Family and Household Goods in Well-known Prairie Schooner Instead of a Pullman

F. Sandercock, President Sandercock Land Co., Presents a Novel Idea

WHAT'S the matter with California, and especially Greater California? It doesn't grow as it should. Is the answer railroad? It costs the settler more, actively, to put his family on California land now, in 1923, than he did in 1849 with a prairie schooner. For many years before the war our railroads made a rate from Chicago of \$40. Now the cheapest is \$93 one way and from New York \$130.95 one way. The tourist settler goes back to get his family, then figure four people and household goods, and that good is a thousand-dollar 1?

It takes courage and capital and invention based on sound information, not hot air, to move a family to California. Distance is a lend enchantment (and we have plenty of both), but it develops settlement. We have too much of the wrong kind of publicity.

The boast and scatter kind that are the prospective settler and the settler with some capital, who is willing to work and will develop twenty acres of land is of more value than a hundred tourists who merely spend a little easy money. The something-for-nothing, Utopian promises, are most likely to attract the least desirable settler. Farming is a capitalist enterprise surrounded with hard work, and how any one can give Utopian ideas regarding it is a mystery.

San Francisco "knows how" to entertain. Los Angeles with one-ninth the assets gets the money, the settler and the energy of new people. But, including the growth of Los Angeles, California is not very fast-growing State. More people settled in Oklahoma in a few years than in California in twenty years. If California, with its marvelous climate, soil, water and other advantages lay between San Francisco and New Orleans we could probably have a population of thirty million.

Los Angeles and Southern California have cashed in on publicity; we have not. They got the money originally advertising oranges—a luxury crop. They built a glamour around the orange, and we have ten times as much to talk about now in grapes, olives, figs, peaches, pears, prunes and asparagus, and fifty other luxury high-priced crops which we can grow better than anywhere else. There should be unity of action

between the San Francisco and other sections of California.

Greater California now has its opportunity. Los Angeles no longer has what the hard-working settler with five to ten thousand hard-earned dollars wants; we have. Southern California's land is now approaching the price that means a place to live, not a farm for the frugal man who has saved \$5000 by hard work and self-denial.

We have four million irrigated or irrigable acres crying for the very men Los Angeles cannot now satisfy. This land can be sold at from \$75 to \$250 per acre, less than one-third of their price.

We grow enough staples. More would be unprofitable. They are unprofitable now, but we do not grow enough luxury crops paying from 3 cents to 15 cents a pound. It is the luxury crops which has put California in the best financial condition of any State in the Union—\$18,080,000 for grapes from the little town of Lodi, \$75,000,000 for raisins and fruit from Fresno. Consider Modesto and Turlock, developed in twenty years from \$15 sheep and cattle land to \$500 and \$1000 an acre by growing luxury crops. Develop our land in fruit; we have no competition. Our crops can be canned, dried, or shipped green all over the world.

Statistics prove California's valleys and foothills are grabbing the world's fruit business. Each of our fruit trees earns \$3.13 a year, three times the earnings of trees in other States. While their trees decrease, our trees increase in number. Our real problem is settling twenty-five million acres of bench, hardpan, adobe, alkali, and hill lands, not our world-famous bottom lands. Fruit is the natural solution and the line of least resistance.

We successful land men must sell land, and that is what any committee, State, city or publicity must also do to get results. In every business in the world, except the settlement of land, experience is considered of some value.

My fifteen years of experience selling California land through hundreds of salesmen here and in the East has shown that two out of five farmers solicited in the Middle Western and Eastern States hope some day to live in California. Moving pictures, novels, magazine stories, about California are all great advertising, and our oranges, pears, peaches, raisins, walnuts, olives, figs, grapes have given us world-wide publicity and demonstration better, perhaps, than any other advertising. Therefore, if we spend money to get the settler here it will be more effective than more money spent for more publicity or even advertising. We have too little advertising, too much of bad, exaggerated publicity. People of other States are hungry for definite correct facts—not exaggerated information about how to make a living when they arrive, what they are to do when they get here. Get the actual settler—sell him—right—nothing else works.

OUR GOLDEN STATE

MORE than ever before is California the Golden State. Less than any other State of the Union has California felt reaction following the world war. By the same token, more prosperous than any other State of the Union has California been following the war.

California possesses cities and towns that are 100 per cent normal and prosperous. This condition is not in any wise attributable to California isolation—there are other States as far removed from the Atlantic seaboard—but to fundamental reasons that make for prosperity. These reasons are to be found in California's resources and in her climate.

The resources are of a nature for which there is a constant market and the climate is one which constantly is attracting tourists and home seekers from all parts of the world.

Thus business and pleasure are in a friendly conspiracy, always have been and always will be, to place California well toward the forefront of all the States, and to keep her there.

Both these resources and the climate are varied, so that the State is not dependent upon any one industry or group of allied industries, or any one brand of climate, for its business. Foremost among California's resources as everybody knows, is her oil supply. There are minerals and metals galore, not the least of which is gold.

Gold made California, and it has been gold, to no small degree, that has kept California important among the ore-producing States for seventy years. The days of forty-nine are history, the gold rush days and the gold seeking days are at an end, but the production of gold goes steadily on. The mining is carried on so quietly, so methodically, with such little ostentation or publicity, that many persons have the impression California's gold days are over and her golden days have to do largely with petroleum. That, of course, in a sense is true, for gold no longer is California's greatest asset—while petroleum ranks first.

There are two States that are running neck and neck in petroleum production among the oil-producing States—California is one and Oklahoma is the other. California continues to give forth oil in vast quantities and the almost constant bringing in of new wells would seem to indicate that the great subterranean petroleum lakes of California are well-nigh inexhaustible. The use of oil for fuel throughout the State, by the transcontinental railroads, by steamers and by the great battleships of the Pacific fleet, as well as its refinement into gasoline for use in automobiles, insure an instant market for every barrel of oil which all the interests in the State, great and small, can produce. In fact, the demand for gasoline in California is so great that any let-up in oil production would force refiners to go far afield for this base product.

California is rich in many minerals and metals which are in constant demand, so that mining and refining operations are continuously going on, furnishing employment all the year round for many thousands of skilled and unskilled workers.

But if California did not produce a barrel of oil or an ounce of gold, she would still be a very prosperous going concern. She has in her fertile valleys and foothills the world's egg basket, the world's prune box and the world's orange box. And she has lemons galore, a mighty rice crop, a cotton crop that is far from insignificant, and fruits, vegetables, cereals and grains, dairy products, meats, wool and many other staples always in demand.

These are some of the reasons why business is flourishing in California. Constant demand for what California produces stimulates the feeling of security common to all classes of Californians.

STATE CROP REPORT

AGRICULTURAL conditions in this State are in exceptionally fine shape, so far this season, according to a report just issued by the California Co-operative Crop Reporting Service, which has the following to say:

Conditions during the last two weeks have generally been very favorable to pasture and livestock. Some localities report pasture to be in the best condition in years. No extremely cold weather has prevailed, and as a result grass on the ranges is making an excellent growth and will furnish an abundance of green feed in all sections of the State. On December 1, pasture was reported at 89 per cent of normal, but with continued mild weather it will soon reach a condition of 100 per cent. Livestock is faring well. Reports indicate that cattle and sheep are in as good a condition as they were two weeks ago, with many districts reporting a steady improvement. With the weather as favorable as it is, livestock should come through the winter in a better condition than usual.

Throughout the State, with the exception of some of the coastal counties where seeding is less advanced, considerably more than 50 per cent of the intended plantings of wheat, barley, and oats had been completed by January 1. Continued favorable weather for the next two weeks will see the completion of the necessary plowing and seeding for this time of the year. Temperatures and moisture have greatly aided the growth of fall sown grains, and unless there is an unfavorable spring, conditions point to a good harvest.

Orchard operations have had but few "set-backs" so far this season, due to favorable climatic conditions. Pruning and spraying is well under way, with labor reported as sufficient for the seasonable demand in all localities. At present there is a heavy movement of nursery stock. The print-

(Continued on Page 6, Col. 1)

California Development

Published monthly by the California Development Association in the interest of the Agricultural and Industrial Development of California.
Ferry Building, San Francisco.

M. R. McMILLAN - - - - - Editor

The subscription price is one dollar per year, payable in advance. Members of the Association receive the paper as a part of the service rendered by the Association—the subscription price coming out of the yearly dues.

Advertising Rate Card on application.

Subscriptions and advertising should be sent payable to CALIFORNIA DEVELOPMENT, in care of the California Development Association, Ferry Building, San Francisco.

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California Manufacturers

WITH the great amount of publicity which the industries of the State have enjoyed, how few Californians there are who fully realize the constantly increasing variety of manufactured articles made within the borders of their State! How many are there who know that the State's manufactured products are finding markets in the keenly competitive fields of the East where manufacturing as an industry dates back to the early periods of the nation? Many there are who consider California as an agricultural State only but a study of her amazingly long list of manufactured products will show conclusively that to her triumphs of orchard, farm and range must be added the ever growing industries of foundry, forge and shop.

We are more or less familiar with California-made agricultural implements and equipment which includes pumps, irrigation equipment, tractors, harvesters, plows, etc., but some of the State's most important engineering and manufacturing establishments are producing steam, gas and Diesel engines; mining, dredging and hydro-electric machinery; logging and lumber mill equipment as well as small manufactured articles made in quantity production.

The California Development Association is taking a vitally important part in bringing encouragement and stimulation to the manufacturers of the State. One of its important activities along this line is the preliminary work already started to secure the publication of a condensed catalog, or series of catalogs of California manufactures. It is the aim of the Association to fully acquaint local architects, engineers, State and municipal officials and purchasing agents regarding the manufacturing resources of the State.

CALIFORNIA DEVELOPERS

Harry W. Jackson

"SERVICE means everything."

That is the personal slogan of Harry W. Jackson, vice-president and general manager of the James Graham Manufacturing Company and one of the pioneers in the stove industry in the West.

Mr. Jackson believes that the real California development depends upon the proper development and education of the young people of the community. "Take care of the minds and characters of the rising generation," he says, "and as a result, the industrial development of the State will practically take care of itself. Our boys and girls are the best investment we have."

In spite of the fact that Californians are given to bragging about the "perfect climate, equaled only in Eden," there is a place in every home in the State for a stove or two, and concerning the history of this important industry Mr. Jackson has some interesting things to say. "In 1882 the Graham Manufacturing Company made the first stove in the West," he said, "in Newark, where the factory now stands. The work was very discouraging at first, as all Western manufactured products were looked upon with a skeptical eye. Tradesmen obtained their goods from the East, and received a liberal commission on all they could sell. Small, new Western firms could not compete with them, and suffered many difficulties in marketing their products. Rival firms circulated the reports that 'Western stoves' were made of pot metal, horse shoes and nails. There are now five organizations in the State in the stove manufacturing business. There are 350 people employed in our factory, which is the largest in the West. Gradually, by delivering goods of service and quality, the prejudice was overcome."

"Do I know what it is to be broke?" asked Jackson. "Well, I should say I do. There was a time when I walked from San Jose to Niles because I didn't have a cent. It was a good thing for me. Many young men would be far better off today if they had not been started with salaries too high for them."

Jackson is fond of travel, next to his work, and whenever he can take the time away from his business, which is seldom, he takes an interesting journey. His most recent venture was a trip through the Orient, which he made in the early part of the year. He has no other hobbies, so he claims, excepting possibly his clubs, in which he takes an active interest. He holds membership in the Olympic, Commercial and Rotary Clubs, and the Masonic and Elk Lodges.

Development Assn. Helps Tracy

THE Tracy Chamber of Commerce recently decided to reorganize under direction of the California Development Association, following the course recently taken by the Manteca Chamber. A drive for members will begin following two weeks' intensive mobilization starting January 29. It is expected to enroll five hundred members. Present membership is one hundred.

Fisher Speaks at Luncheon

R. E. FISHER, vice-president of the Pacific Gas and Electric Company, recently spoke at the Electric Club luncheon in the Hotel Oakland on the electric outlook for 1923.

He dwelt upon the California Development Association—the State Chamber of Commerce—and the part that the electrical industry can play in its upbuilding.

Coming Events

JANUARY

- 19-20—State Fig Institute, Merced.
- 23-25—Western Confectioners' Association, San Francisco.
- 26-27—Convention, Cannerymen's League of California, Del Monte.
- 30 to February 1—Convention American National Livestock Association, Angeles.

FEBRUARY

- 10-17—Retail Grocers' Annual Food Products Show, State Armory, Sacramento.
- 16-26—Annual Orange Show, San Bernardino.
- 17-24—Seventh Annual Pacific Automobile Show, Auditorium, San Francisco.
- 19-21—Convention, California State Retail Association, San Francisco.
- 19-24—Stockmen's Convention, Davis.

CALIFORNIA transportation facilities functioned beyond criticism during the critical period of moving the State's crop of perishables in 1922. This was the sense and the expression of the Fifty-fifth Annual Convention of Growers and Farmers, held at Sacramento on December 12, 13, and 14. Blame for the car shortage was placed squarely upon the railroads east of the Mississippi River by the speakers before the gathering.

It was shown during the discussion of the transportation problems of the growers and shippers of California that Southern Pacific and other carriers of the State exerted superhuman efforts to secure the return of cars from Eastern railroads, where they were held for excessive periods of time. It was disclosed that conditions on Eastern railroads were deplorable, and so congested that movement of refrigerator car equipment, particularly, was secured with difficulty by Southern Pacific and other Pacific Coast lines. One received, solid trainloads were rushed into the State of California for reloading and shipment to Eastern markets.

Commendation was voiced, both from the floor of the convention and before the transportation committee, for the activity of the Southern Pacific in scouring the East during the period for equipment. Thousands of cars were at Eastern terminals and on side-tracks. Particular reference was made of the work of C. J. McDonald, superintendent of perishable freight of the Southern Pacific, who spent considerable time in the East in an effort to secure the prompt return of refrigerator cars to California.

Efforts of the Southern Pacific, it was pointed out, went so far as to offer Eastern railroads full freight rates for the return of empty refrigerators. Continual pressure was placed upon the car service division of the American Railway Association for relief.

Lack of terminal facilities in the East and the failure of the carriers to handle empty equipment westward was cited as the cause of California's trouble by Charles E. Virden, Sacramento grower, shipper, and packer, who was chairman of the transportation committee of the convention.

"We are convinced that our California carriers functioned as nearly perfect as possible," declared Virden, speaking before the convention. "The trouble was not in California but not with our carriers; it was farther East and in large measure east of the Mississippi River. We feel that no stone was left unturned by our railroads to secure the return of their equipment for service. The Eastern railroads, however, did not function properly, and California growers suffered. Eastern terminals became congested, many refrigerator cars being held for days under load."

State Banks Show Big Development

By JONATHAN S. DODGE, Superintendent of Banks

San Francisco, Calif.—Nothing more critically reflects the progressive activities, the prosperity, the wealth of a state, than does the formal statement of the banks of that state in those significant figures which disclose what people are doing in agriculture, horticulture, industrial operations, manufacture, and all of the other varied enterprises that go to make its progress and wealth.

It is highly interesting, therefore, to determine from the state banks what has happened in California during the past five years. In making such an analysis we must keep clearly in mind the normal conditions that have existed during this period. We must not forget that California is the only State in the American Union that in no way suffered from the war. Strangely enough, while the effects of the war were working among us, they were absorbed without distress; in many cases without even evidence of their existence, and the State went forward to new conquests and to new wealth.

There is an intimate relationship between good government and financial banking and material success in developing the resources of the state. Where the farmer, the merchant, the manufacturer and all of the other producers of the state know that behind them and supporting them is good government, an incentive is given to new energy, new enterprise and new success.

California stands out, therefore, among all civilized peoples of the world as the only political subdivision that was able within itself to absorb the evils of inflation and depreciated dollars, the extreme dangers of deflation and its drastic reaction upon all producing classes, and not only to come out of the tremendous trial but to keep increasing in wealth, productivity and new enterprise until now it is richer than when the war began. It is restored to normal relationships in trade and it is ready to meet the world upon a new basis that will be of benefit to both.

In analyzing the figures of the bank statements, with their incidental deductions, the facts are absolutely startling. They are the argument of every other state in the Union where debtors could not pay their bills, banks could not collect their loans, deposits were withdrawn without limit and the situation for a time threatened to lapse. On the other hand, in California only in a few localities, and those of minor importance, are the loan pouches frozen, and even members of the Federal Reserve Board visited San Francisco they made the remark many times that California was the one bright spot in the Union that seemed not to have suffered from the war.

The period then is of vitality that respect which begins with June 20, 1917, and closes with June 30, 1922, the date of the lat-

est official expression of the condition of the banks of this State. On June 20, 1917, the state banks of California possessed aggregate assets, both savings and commercial, of \$929,000,000, of which \$252,681,000 were commercial assets

and \$667,171,000 were savings assets. That was the banking power of California, the measure of its wealth upon which the development of the state was to be made, its fields tilled, its crops harvested.

On June 30, 1922, the aggregate assets of the state banks of California were \$1,657,940,000, an increase as between the two

dates of the astounding sum of \$728,716,000.

Something more than good fortune has created an increase of \$728,716,000 in assets. It has been good government combined with progressive energies of California and the association of these spells success. During that same time the commercial banks have increased their working assets from \$252,681,000 to \$555,519,000, an increase of \$302,838,000. Every activity of commerce, therefore, has had immense assistance during this period. All of those myriad transactions that require short time paper have found residence in the pouches of our commercial banks. They have come in a new and very high degree to the assistance of those who need commercial bank facilities.

It is most interesting to show what the savings side of our departmental state system expressed. Five years ago the assets of the savings banks of California were \$667,171,000. It is an accepted fact that the savings side of the departmental system of California is its dominant side. It is startling to know, therefore, that during the period from June 20, 1917, to June 30, 1922, the assets in the savings banks of California have increased \$425,319,000, and that from an original aggregate on June 20, 1917, of \$667,171,000 they stand now at \$1,092,490,000, making California one of the dominant savings states of the Union. Perhaps no single item in the balance sheets of the banks reflects more clearly the progress, the prosperity, the industry and the energy of the people of the state than do the deposits in the savings banks.

As an indication that the people of California are both frugal and prosperous, I have only to refer to the wonderful increase in the number of patrons of our banks during the period of five years. On June 20, 1917, the depositors in our state system were 1,584,940.

(Continued on Page 14, Col. 2)



A New California Onion

AT LAST an onion which does not leave a disagreeable breath! These big vegetables weigh on an average of two and a half pounds each and will be shipped to the New York market for the highest quality trade, which will include big hotels, trans-Atlantic liners, chain stores, etc. Miss Ann Glauber of the California Development Association was snapped by a "Call" photographer and is shown to be very proud of these savory vegetables, a product of her native State. An improved variety of Spanish sweet onion with the best characteristics of the Bermuda, they have a delicious aroma and flavor, agreeing with the most delicate constitution and, best of all, will not leave a disagreeable breath, which usually results from eating the ordinary onion. They are extremely solid and are considered an ideal shipping vegetable. They grow to good advantage in the heavy soil to be found in the vegetable gardens near Mountain View.

David Bloom, who represents Joseph Steinhart, president of the Independent Fruit Auction Corporation of New York, states that his firm will make an experimental shipment of 25 carloads of these onions and feels confident that a big market will be developed for this California product.

The California Development Association, which is the State Chamber of Commerce, is working

very closely with growers and distributors to give California's high quality products the widest publicity and distribution. Affiliated with the various city and county chambers of commerce, the California Development Association has a state-wide organization to develop agricultural and industrial activities and to attract Eastern people and capital to the undeveloped sections of the Golden State.

YOLO COUNTY

Clarksburg—Intensive development of a tract of 1245 acres in the Holland land district has been begun by C. C. Morse & Company, San Francisco seed house, the main feature of which will be a comprehensive irrigation system. The improvements projected, in the aggregate, will involve an investment approaching \$50,000.

CALIFORNIA'S CHARM TOLD IN MAGAZINE BOOST STORY

While California is garnering a rich harvest of actual and potential new settlers as a result of the extensive advertising in Eastern publications by Californians, Inc., further bread is being cast upon the waters of State publicity and promotion by Joseph Hergesheimer, popular writer, in a gripping fact story in the December 30 issue of the Saturday Evening Post.

Under the title, "Gold Petals," Hergesheimer has caught upon his facile pen the romance of California's Spanish days and the pioneer development exploits of American settlers, the grandeur of scenery, attractiveness of climate and charm of modern life amid comfort and abundance.

San Francisco Bay region's outdoor attractiveness the writer typifies in an account of the swarming of hikers and other recreation seekers into scenic fastnesses on Sundays and holidays.

Hergesheimer's story is one of a series on "The Magnetic West."

CROP REPORT

(Continued from Page 3, Col. 4)

cial varieties of fruit trees are selling well. Planting is progressing favorably, there being only slight delays due to wet ground. Sweet potatoes are now moving from the cellars in the Turlock and Atwater districts. The price has advanced somewhat, netting the grower approximately \$1.50 per hundred pounds.

Winter Wheat (1923 Acreage)

There is a slight increase in the State's acreage of fall and winter plantings for 1923 as compared with that sown for 1922, according to the preliminary estimate of the California Co-operative Crop Reporting Service, which places the acreage planted and to be planted this year at 813,000 acres, compared with 774,000 acres planted in 1922. The condition is placed at 96 per cent of a normal, compared with 90 per cent a year ago.

The estimated acreage planted to wheat in the United States for 1923 is 46,069,000 acres, compared with 47,611,000 acres planted in 1922; showing a decrease of 1,542,000 acres. The condition is placed at 79.5 per cent of a normal, compared with 76 per cent a year ago.

Sutter County is the leading peach growing county in California. The highest yields ever produced were secured by Sutter County peach growers.

December Weather Report

By ERNEST E. EKLUND, Observer, U. S. Weather Bureau

THE outstanding feature of the weather during December was the heavy precipitation in practically all portions of the State. At San Francisco the total rainfall was 7.77 inches, or 3.53 inches above normal. This brings the total precipitation since July 1, 1922, to 14.49 inches, which is 6.19 inches above the normal for that period and is the heaviest seasonal rainfall for the same period since 1889. More or less similar conditions prevail in the northern half of the State and along the Coast as far south as San Luis Obispo.

Early planted grains grew well during the month and are up to good stands except in some localities where the ground is too wet or where washing of the top soil occurred. In the southern part of the State the rain softened the ground for plowing, and the seeding of barley, wheat and oats became general. Pastures and ranges improved greatly during the month and are now in first class condition, and livestock are thriving, though they suffered somewhat in the northern part of the State because of the cold rains in the forepart of the month. It was warmer all over the State during the latter part of the month and in the south portion comparatively high day temperatures were experienced. Alfalfa started a new growth under these conditions. Truck crops thrived and large crops of cauliflower, cabbage, celery and lettuce matured. Green peas developed rapidly and appeared on the markets at the end of the month, while the volume of spinach increased and a large crop is in sight. Winter planting of truck progressed in the southern part of the State. In the Imperial Valley cotton picking was under way but the crop was late because the bolls did not open readily. At the close of the month ginning was about two-thirds completed.

No damaging frosts occurred and fruit buds are reported to be plentiful and in good condition. In northern citrus districts the oranges were practically all gathered and large shipments were made. Conditions were excellent in southern citrus districts. Oranges and lemons developed nicely and by the close of the month some navel oranges were being picked for shipment, but lemon picking was light. In the San Joaquin Valley slightly more than three-fourths of the navel orange crop has been picked by the end of the month.

SPECIALTY SALESMEN

In addition to the 75,000 programs of the convention of the International Association of Specialty Salesmen, to be held in Oakland the latter part of February which have been mailed to salesmen and manufacturers in parts of the country, arrangements have been made by the local assembly of the association for personal invitations to the convention to be sent to salesmen throughout the country in the name of the City of Oakland.

BRIDGE LOCATION AT CARQUINEZ STRAITS

The California and Hawaiian Sugar Refining Corporation and other persons and firms interested have filed strong objections to the bridge across the Carquinez Straits at the location proposed by the Six Minute Ferry Company from Valona on the Contra Costa side to Morrow Cove on the Solano County side.

The Sugar Company says in protest that it is heartily in favor of a bridge across the Carquinez Straits but objects to the proposed one on the ground that it will be a menace to the shipping property of the Company.

SAN FRANCISCO COUNTY

R. Hellman, Inc., Blue Ribbon Mayonnaise factory costing \$250,000 is nearing completion. San Francisco—Morgan Oyster Co. leases 5000 acres for experimental oyster breeding.

California Agricultural and Grazing Lands

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in various localities throughout the State adjacent to its railroad lines

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Grazing lands\$1.00 to \$10.00 per acre
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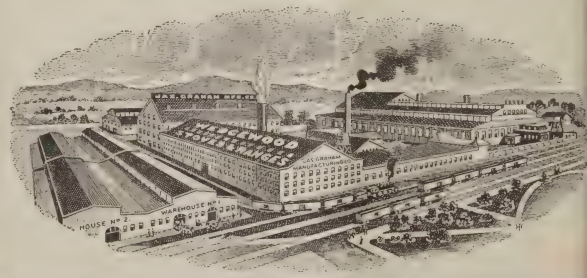
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- San Francisco Bay District Development -

REALTY SALES JUMP 62 PER CENT

Total sales of real estate for San Francisco during 1922 show increase of 62 per cent over best previous year. The increase is slightly better than \$50,000,000. There was an increase of one-third in the volume of sales over 1921. The figures for the last five years follow:

| | Sales | Amount |
|------|--------|-------------|
| 1918 | 4,818 | 30,517,075 |
| 1919 | 7,138 | 61,681,593 |
| 1920 | 9,203 | 82,641,161 |
| 1921 | 9,736 | 80,863,790 |
| 1922 | 12,519 | 132,227,478 |

The upward trend, which sent San Francisco's totals to new marks, prevailed in Eastbay, Peninsula and other communities. Oakland totaled \$24,467,223, with 13 building permits, a gain of \$75,607 over the 1921 figures of \$291,616 and 7,058 permits. Sacramento statisticians show an increase of \$5,000,000 over the 1921 structural figures. Also Alto more than doubled 1921 building mark, the year's total mounting to \$1,318,104, covering 414 permits. In 1920 the Peninsula college city only issued 3 grants for structures, costing \$502, and in 1921 the 269 permits called for an outlay of \$1,607.

Building in Richmond during 1922 passed the \$1,000,000 mark, Hector Lambert Wierda official reports. Of this, \$456,000 for new dwellings and apartments and about \$300,000 for factories. This year is starting with building volume of proportionate size, which will increase as other conditions become more favorable.

The United States Government engineers have called for bids for the inner harbor construction project which will total more than \$200,000.

ALAMEDA COUNTY

Oakland-Spanish court, comprising fifty-five houses, to be built in Oakland.
Livermore-Plans are being made for a hemp product plant.
Martinez-California-Hawaiian Sugar Company represents an investment of \$100,000.

New fig cannery is to be established at Oakland in time to handle 1923 crop.

Alameda-The Hogan Lumber & Company have purchased old West Wharf and a half acre of land at the foot of Sherman street across from their present holding on the estuary. They will improve the property by the erection of a new bulkhead and fill.

Bank is the name of the latest financial institution in Oakland. Its capital stock is \$1,000,000 and is divided into ten thousand shares, the price of which is \$100 a share. It is probable that S. E. Biddle will be president and Frederick B. Richmond the cashier. It will be opened business in a few days.

NAPA COUNTY

C. H. Bulson of Napa heads company which proposes to erect a 1,000 tubercular sanitarium overlooking Capell Valley, seven miles from Napa. Construction will be started next spring.

DEAL MADE FOR SITE OF S. F. \$1,600,000 EXPOSITION HOME

Negotiations are completed for the acquisition of nine blocks of the old Exposition grounds as a site for a permanent exposition building where livestock, horse, automobile and tractor shows may be held.

The building eventually will become the property of the city. The plans involve the expenditure of more than \$1,600,000 to be advanced by various banks in the city. The structure will then be leased to the city under an agreement to purchase it in annual installments.

The Board of Supervisors has already authorized Mayor Rolph to enter into such an agreement to take over the property.

Supervisor John A. McGregor is president of the San Francisco Exposition Company which has been formed to handle the project. Joseph Cummings is secretary, P. E. Bowles of Oakland treasurer and Charles Virden vice-president.

C. N. Hawkins, head of the California Livestock Show, has been the prime mover in the effort to have the pavilion built. He was aided by McGregor, Bowles, Herbert Fleishhacker, William H. Crocker, Reuben Hale, B. F. Schlesinger and others.

NEW FOOD PRODUCTS PLANT FOR EAST BAY

J. Wilson and F. Champ of San Francisco have leased a factory building at 731 Addison street, Berkeley, and will manufacture jams and jellies there. This firm will make the Oakland factory its principal headquarters.

NEW BUILDING FOR GAS FURNACE CONCERN

P. C. Bayard, capitalist of Portland, Ore., has purchased a site of 10,000 square feet at the intersection of Adeline and Twenty-first streets and is erecting thereon a modern manufacturing plant to be leased by the D. H. McGorkle Manufacturing Company. This firm makes the Hall gas furnace.

CONTRA COSTA COUNTY

Pittsburg-The erection of a municipal wharf authorized in 1921 under a bond issue is now considered fairly certain. The City Council has been notified that C. A. Hooper & Company have offered to sell the desirable waterfront property for \$6500. The directors of the Pittsburg-Sacramento Auto. Ferry, Inc., have also offered to lease for ten years a ferry slip, which is to be built as part of the wharf.

Richmond has forty factories, employing 5500 persons. The capital invested in these industries totals \$31,649,000, with an annual payroll of \$8,014,000. These industries turn out manufactured products to the value of \$75,316,000. That the industrial enlargement of Richmond will double in the next five years is assured. Harbor development and permanent improvements in the way of taking care of shipping are proof to those who have watched the development of ports of entry similar to that of Richmond.

MONTEREY COUNTY

Salinas-The Widemann Goat Milk Company, which has recently installed an extensive plant here in the large building on North Main known formerly as the Salinas Brewery, is preparing to commence operations within a short time. A preliminary run, made last Saturday to test the machinery, proved successful.

NATIONAL NUT CO. INSTALLING MACHINERY

The National Nut Company of California, with headquarters in Oakland, will be in readiness to put out its product on January 15. Under direction of S. J. Clerf, mechanical engineer, of Indianapolis, machinery is now being installed. The company is located in its own factory at Webster and Second streets and has recently opened sales offices in the Robert Dollar Building, San Francisco.

SANTA CLARA COUNTY

Santa Clara Valley-Forty dehydrators have been installed during the past season to handle the prune crop.

REGISTER CO. IS BUILD- ING PLANT IN OAKLAND

The United Autographic Register company of Chicago, manufacturing a device for use of sales departments of mercantile concerns, is one of the new industrial enterprises being established in Oakland. It has purchased through Harry E. Gray, realtor, 13,000 square feet of land at the northeast intersection of Union and Nineteenth streets, and is starting the first unit of manufacturing plants from which it will serve twenty-two Western States.

San Francisco-Matson Navigation Company's \$2,000,000 building to be completed in April, 1923.



S C O P E

In the scope of its service West Coast Life is as broad as the great West and as deep as the very wells of human feeling.

It provides relief for the aged or oppressed, comfort for the bereaved, and a solid rock of assurance for all who realize the grim tricks that Fate is wont to play with man's best efforts.

There is no man in all the West who cannot, with benefit to himself, be included in the broad scope of West Coast Life service.



WEST COAST LIFE
INSURANCE COMPANY
HOME OFFICE-SAN FRANCISCO

Develop Boys for California Industries

By GEORGE E. CROTHERS

If we are to develop our commerce, trade and industry with the aid of our own boys, we must give them a taste for work in their chosen lines before they have lost contact with our school system, and after they have ceased to attend school regularly, and are engaged in their chosen vocations, we must follow them up and require them to attend instruction in their chosen lines on certain days in the week so as to enable them to advance more rapidly and further than they otherwise would. This is not experimental, but for more than one hundred years such instruction has been given in certain countries in Europe. It was introduced in America first in Cincinnati, and is slowly spreading throughout the country.

If I were asked to give any other essential to the success of the American youth, I would say that the co-operation of the home, the church, the newspapers and the places of amusement are all essential to the normal development of serious-minded and reliable young men in any vocation. Every contact which a child has is a part of its education and a part of his character. If conditions train a child in the arts of crime and the practices of vice, it is normal and not abnormal for the child to take on the character

of his environment. It is for the whole community to say whether our young are to grow up industrious or indolent, with respect for law and order, or lawless. We must learn that mankind is very much the same whether he be an employer or an employee, whether he belongs to our own race or religion, or that of another, and that so far as possible we should settle all of our industrial conflicts in conference and learn to allow established facts and not prejudice to guide us in the solution of our industrial problems. Above all, let us enforce our laws or change them if they are unsatisfactory.

Community Centers Help

For the foregoing and many other reasons the work of the California Development Association will necessarily be of more help to the foreigners among us than to native Californians or even native Americans. This, however, is the problem of California and America and not particularly the problem of any Development Association. I should probably say this, however, that no important subdivision or colonization project is going to be a real success unless arrangements are made whereby the colonists can gain diversion and amusement either in a neighboring town or in a central club house, or other suitable place of amusement, where both the young

and the old can meet for normal social contact. Such centers have been developed and have been a source of strength and assistance in the upbuilding of the State colonies at Durham and Delhi. Their importance must not be under-estimated, and particularly if it is to be hoped that our lands are to be developed by native Americans.

Another very important problem, and one which the California Development Association is attempting to solve with the aid of a committee of twenty-five of the ablest financiers, practical men and educators, is the organization of rural credit facilities in this State for the purpose of enabling our farmers in need of long term credit to secure it at the lowest possible rate of interest. Time will not permit anything other than the mention of this very important problem, upon which so much serious thought has been given during the past few years.

Marysville—Marysville is going to have a tourist hotel that will cost approximately \$400,000. This was definitely decided when the Yuba county chamber of commerce directors, upon recommendation of the hotel committee of the chamber, decided to put over the project and entered into a contract with F. D. Cloud of San Francisco to handle the financial campaign to be put under way at once.

NEWCASTLE NURSERY WILL DEVELOP IN SUTTER BASIN

40-Acre Tract Selected

Maddock (Sutter County), D. 29.—Mr. George B. Robbins, president and general manager of the Sutter Basin Company, announced that a deal has been closed with the United Fruit Company of California, Newcastle, to plant for acres to pears and peaches in the spring of 1923 in Sutter Basin. W. Barnicott acted for the fruit company, who stated that a continuous development of Bartlett pears, shipping plums, French Imperial and Robo de Sarge prunes, and a number of varieties of canning peaches, is contemplated in Sutter Basin. "After thorough investigation I believe that the soil is as good as is to be found anywhere and in combination with the excellent Sutter Basin drainage and irrigation systems, should make a wonderful orchard country," said Barnicott. The fruit planting is to be made in Sutter Basin Subdivision No. 1 near Ensley Station, where for acres have been selected.

The United Fruit Company and orchardists, shippers and nurserymen, making a specialty of developing orchards from the nursery to bearing. At present, they have over 300 acres of deciduous fruit trees bearing. Their future program calls for the planting of 900 acres additional.

LOS MEGANUS VALLEY

Los Meganus Valley is said to be another Santa Clara Valley in the making. This beautiful valley near the foothills of the Coast Range, within two hours' drive of Oakland and all the Bay cities, offers today a great OPPORTUNITY to the man looking for land for his home in California.

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- Sacramento Valley and Northern California -

SACRAMENTO

HE average annual value of products turned out by Sacramento's industrial plants is \$45,000,000. This is announced by Engler, assistant secretary of the Sacramento Chamber of Commerce, in connection with organization's survey of the state's industries.

The average covers the years 1910 to 1921, inclusive. United States census reports, together with reports made to the Chamber by manufacturing concerns, form the basis of the production figures.

From the viewpoint of value of products, the rank of Sacramento's leading industries is:

Wool and shop construction by railroads, \$11,500,000.

Canning and preserving, \$8,000,000.

Wheat and rice mill products, \$75,000.

Butter and dairy products, \$3,000,000.

The importance of Sacramento's industries is emphasized when compared with the annual value of Sacramento County's crop production, the value of the former being approximately \$15,000,000 a year greater. It is true that a considerable percentage of the crop products furnish the raw material for the manufactured articles, as is illustrated in the case of the canneries. Approximately 1,000,000 worth of fruit and vegetables is used annually by the canneries, which add about \$5,000,000 to the process of manufacture, making a total of approximately \$6,000,000. The same is true of the rice and flour mills, slaughterhouses and meat-packing plants, butter and dairy products establishments, etc.

Interesting features are revealed by comparing the value of products with the number of wage-earners in the various lines of industry. For instance, while the oil road shops employ 40 per cent of the persons engaged in industry in Sacramento, their industrial output represents 25 per cent of the total. The canneries show 18 per cent both in employees and value of products. Although the wheat and rice mills employ 3 per cent of the total number of industrial workers, the value of their output is 15 per cent of the total. Butter and dairy products concerns employ but 1 per cent of the total number of industrial employees, but their production value is 8 per cent of the total.

RIDGE CONTRACT AWARDED BY STATE

Sacramento, Jan. 4.—The State highway Commission today awarded O. W. Kitchen of Piedmont the contract for construction of a reinforced concrete bridge over Stony Creek, near Hamilton City, Glenn county. The bid was \$85,238. Contract for a bridge over the Sacramento-San Francisco Short Line railroad at Benberton, Solano County, was awarded to O. B. Chaney and Sons of Acampo, at \$12,540.

EUREKA

By T. W. Hine
President Eureka C. of C.

Eureka, in common with all California, has made a material advance in all lines during the past year, and the prospects for 1923 are bright.

The principal industry of this section is lumbering, and at the present writing the demand for redwood is good and all of the mills are operating on full time. The export demand is active and fully up to the ability of the mills to furnish. There is an attractive opening here for remanufacturing plants to utilize waste products from the mills for the manufacture of boxes and small articles.

Dairying is a close second to lumber in importance, and there is still room for expansion in this line.

Recently, the local creameries have started the commercial manufacture of Swiss cheese, and are producing an article fully equal to the best Swiss product.

Humboldt butter ranks first in quality in the United States, and the production is always less than the supply.

This county is particularly adapted to berry culture and the growing of apples and plums. There is an opening in this line for almost indefinite expansion, particularly in the production of loganberries, that are well adapted for planting on the cut-over redwood lands. These berries can be raised without removing the stumps and cut-over lands suitable for this purpose can be purchased in almost any quantity at very low figures.

Humboldt County is a sportsman's paradise and presents unlimited opportunity for the establishment of resorts catering to the fisherman, hunter, and tourist, to whom the attractions of the "redwood highway" makes an irresistible appeal.

Clarksburg, Dec. 29.—Ten land owners of the Holland Land District have let contracts to B. B. Green of this point for setting out orchards that will aggregate from 350 to 400 acres, the various types totaling up the following units: Pears, 7,000 trees; peaches, 2,000 trees; plums, 1,000 trees; figs, 840 trees; walnuts, 260 trees. The pre-eminence of this section as the producer of the earliest pears has stimulated orchard development materially.

Redlands—\$200,000 to be spent on development of Mill Creek water project.

Owensmouth—Union Oil Co. to construct four-tank substation of 80,000 gallons capacity.

Lancaster—Modern new telephone building nearing completion.

Blairsden—New buildings at Gold Lake Camp to be built at once.

BEAN MARKET CONDITIONS PLEASE BOTH FARMERS AND DEALERS

By H. M. Leete

Not since the end of the war has the market situation for California beans been more satisfactory than it is at present, according to the officials of the California Bean Growers' Association.

When, last month, the report showing the total stocks of beans in warehouses throughout the State was published, the supply of pink beans was found to be unusually large and some holders began to unload, causing recessions in price from 30 to 40 cents per cental, but these losses have been recovered, and pinks now are in line with other varieties, with a good Cuban and Porto Rican demand, in addition to the domestic trade.

Large whites have advanced steadily, and sales throughout December reduced stocks to a point where further gains in quotations may be expected. Little whites have followed the advance of Michigan white beans, and the demand of canners for them in pork and bean mixtures has resulted in their making a faster upward climb than large whites.

Henderson bush beans, or baby limas, have not stopped their trend upward since October. According to bean handlers, this variety is in a class by itself. It is a very popular bean and seems to have no competition. Other varieties are very firm at prices considerably above levels of last year at this time.

It is explained that while usually there is a lull in bean trading during December, nothing of the kind occurred this season. A healthy and advancing market for beans is anticipated throughout the season.

LOGGING A SUCCESS

Oroville—Electrical logging has met with unparalleled success in the forest holdings of the Hutchinson Lumber Company, east of Oroville, states J. N. Weber, field superintendent of the company. The mill at Oroville, and twenty-five miles of railroad into the Sierra Nevada Mountains, are also electrically operated.

Four big donkey engines are now hauling logs to the railroad, and a fifth is being installed. Several grading crews are being employed, as the railroad is extended into the forest.

Of the entire nation's output, California produces:

| | Per cent |
|------------------|----------|
| Lima beans | 100 |
| Almonds | 100 |
| Lemons | 100 |
| Raisins | 98 |
| Figs | 98 |
| Walnuts | 96 |
| Olives | 90 |
| Dates | 90 |
| Grapes | 85 |
| Apricots | 75 |
| Prunes | 70 |
| Asparagus | 65 |
| Oranges | 55 |
| Lettuce | 33 |

—Calif. Real Estate, Nov., 1922.

The following figures show clearly that the vegetable yield per acre in California is far above the average in the United States:

| | Yield per acre | U. S. aver. | California aver. |
|--------------------------|----------------|-------------|------------------|
| Crop | | 2.3 | 4.3 |
| Snap beans, tons..... | 75 | 98 | 5.4 |
| Cucumbers, bushels..... | 105 | 123 | 893 |
| Tomatoes, tons..... | 354 | 227 | 175 |
| Asparagus, crates..... | 227 | 75 | 108 |
| Spinach, bushels..... | 161 | 402 | 677 |
| Onions, bushels..... | 161 | 402 | 677 |
| Cantaloupes, crates..... | 161 | 402 | 677 |
| Watermelons, number..... | 161 | 402 | 677 |

For 35 Years

we have been devoted exclusively to the actual work of building irrigation projects and developing orchards, vineyards, alfalfa and garden farms in California for the patrons of our office. All our projects have advanced three to eight fold to the benefit of the purchasers. We have handled many large as well as small projects in the various counties of the State. Our service is based on expert knowledge, efficient and earnest attention to both the big and the little duties essential to success. We are at all times ready and willing to give dependable first hand advice and help to those seeking safe and sane investments in Farm Lands and Farm Mortgages. We are now developing 10-acre vineyards in Sacramento Valley at \$275 an acre, including planting and three years' care, on six-year terms of payment. Correspondence invited.

◇

C. M. WOOSTER COMPANY

320 Phelan Building
San Francisco

Al Joy's Story of California

(Continued from Page 2, Col. 4)

friend; it furnished both food and clothing. The fig was the first fruit known to mankind; it is the last to be exploited. Its propagation is practically in its beginning.

For many years figs in small quantities were shipped out of Fresno County. The trees usually grew as borders to the vineyards, the growers calling them "mortgage lifters." The money obtained from them was looked upon as "velvet."

Not until experiments made by George C. Roeding, pioneer horticultural expert, something like twenty years ago, was it demonstrated that the Smyrna fig grew as well in the San Joaquin Valley as in its native heath. Roeding imported the caprifying fly, the blastophaga, from Asia Minor. The planting of a few orchards followed. Today there are twenty thousand acres of figs in the San Joaquin Valley. Several thousand acres are in the Clarkadota tract near Stockton. In Merced County the town of Planada is entirely surrounded by young fig orchards. This district is the center of the Kadota fig belt of California. Twelve thousand acres in small subdivisions are in the J. C. Fortner Fig Garden tract immediately north of the city of Fresno. Demand for dried figs is steadily increasing, this being the form of preparation with which the public is most familiar. But modern methods of refrigeration permit the shipping of fresh California figs to Eastern markets, where they command remarkable prices. Fig jams, preserves and confections are growing steadily in favor. Figs and peaches are handled through another great cooperative marketing organization similar to the raisin growers' association. It is creating markets by educative advertising and scientific salesmanship.

The irrigated lands produce frequent and heavy crops of alfalfa. Towns like Riverdale, Laton, Dos Palos, Los Banos, Gustine, Newman, and Tulare are supported chiefly by dairying. One particularly prosperous colony in Madera County calls itself Dairyland.

With its dairying, its melons, its raisins, its table grapes, its figs, its peaches, its prunes, its olives, its oranges, its grapefruit, its vegetables, the San Joaquin Valley would need no other assets to mark it as a land of destiny and as a field for exploitation where the dollar seeking investment might find opportunity on every hand.

Agriculture Not All

But like the Sacramento Valley, the valley of the San Joaquin has countless other resources. Madera has a great lumber mill. The finest body of sugar pine timber in the world stands in the mountains of Madera County, and is soon to be on its way to the world's markets from a mill now building at Fresno. The foothills teem with gravel pits and granite quarries. They are full of deposits of chrome, talc, and other chemicals.

The minarets, soon to be accessible through the building of a railroad into the timber belt, are mountains of almost solid ore of iron and other minerals. The mining of the minarets is waiting only the coming of capital.

The mountains and the foothills are richly grassed ranges where graze great cattle herds.

Here in the San Joaquin Valley, too, is the greatest oil producing section of the world. What may be its possibilities no man can say. The Coalinga field of Fresno County, the Taft and Kern River fields of Kern County are apparently inexhaustible and are unsurpassed in extent.

Oil Testing

Great mains from natural oil wells crawl over the rugged Te-hachapi mountains to supply Los Angeles and other Southern California cities with light and heat.

Far out in the floor of the valley geologists and practical oil men, tracing anticlines from one far-distant oil field to another, and lured by surface indications, are drilling wells in unproven territory, confident that they will find still greater pools of the black gold.

The tourists will see not much more of the San Joaquin Valley today than they saw of the Sacramento Valley yesterday. They will see the busy city of Fresno and some of the orchards and vineyards that surround it. They will realize that the valley's growth and development means Fresno's growth and development, for in the San Joaquin Valley all roads—and this means railroads and paved roads—lead to Fresno.

They will see the Forkner Fig Gardens and they will journey through the foothills for their luncheon hour at the beautiful Kerckhoff dam, where the imprisoned waters of the San Joaquin are the white gold minted by electricity's miracles in the valley below.

All for Asking

They will see the glinting copper wires and steel towers of the Southern California Edison Company, hurdling farther back into the mountains where these same waters shooting through great man-made tunnels, turn-wheels that furnish light and power to the city of Los Angeles, 250 miles away. And on their return journey they will, from the hillsides, have the opportunity of gazing clear across the valley to the Coast Range Mountains.

At their feet will be the green carpet of orchards, vineyards and alfalfa fields stretching on for miles and miles till it blends with the brown expanse of bare land yet waiting development.

And in this glimpse of undeveloped land will come to them realization of what is yet in store for the San Joaquin Valley and what opportunity lies here for big and wise investments.

Might it once again be said that what is interior California's is San Francisco's, and that San Francisco is today shaking hands with Opportunity.

AN INVITATION
TO SEE A REAL CALIFORNIA
FARM
AT OUR EXPENSE AT ANY TIME

Huston Farms

now being sold in 10 and 20-acre units.

On the highway, 9 miles from Davis and 2 miles from Winters, Yolo County.

3 hours from San Francisco.

40 minutes from Sacramento.

No finer soil in the State, deep and rich; no hardpan or alkali.

Level land in a beautiful country surrounded by wonderful orchards and vineyards.

Excellent irrigation, cheap water. Telephone and electric lines run through property.

The climatic and soil conditions ideal for grapes, figs, walnuts, apricots or any of the fruits grown in the Santa Clara Valley.

Some vineyards in this locality are producing as high as 17 tons of grapes to the acre.

Price \$250 per Acre

on very easy terms

FREE AUTO TRIPS
TO FARMS ANY TIME BY
APPOINTMENT

Apply

J. J. MacArthur, S. F. Rep.

California Subdivision
Company

605 Commercial Building
Phone Sutter 2357

833 Market Street, S. F.

San Joaquin Valley and Central California

STOCKTON

By E. L. Wilhait

President of Stockton Chamber of Commerce

The outlook for the year 1923 in Stockton and San Joaquin County is distinctly encouraging in both an agricultural and manufacturing standpoint.

The abundance of rain coming in the proper intervals has almost insured good crops of grain in all sections, and the reserve moisture will be of great benefit to our fruit and grape crops. Our lands, which are a very important factor in our prosperity, have looked better.

We have, during the past year, added greatly to our waterfront facilities by reason of railroad development on the north side of Stockton channel; and we have increased decidedly our educational facilities by the acquisition of the College of the Pacific, which will begin its building operations here in the early spring. All of our industrial plants report a steadily growing increase in orders, with a decided tendency towards normal activities.

Considering all of the above favorable conditions, our community is justified in looking forward to a very active and prosperous year.

The development of the country around Stockton assures the growth of that city. New orchards including cherries, peaches, apricots, prunes, figs, grapes, almonds and walnuts, are now being planted. In the next two years there will be 215,661 grape vines, 1,875 prune trees, 74,857 peach trees, and 43,280 pear trees which will come into bearing. Thus, while San Joaquin County will continue to be the leading county in California for production of grain and other field crops, it is becoming more and more an important fruit producing country. Recognition of this is made by canning companies moving into its field. The canning and evaporating plant of the King Food and Products Company of Oregon has recently established and ultimate plans call for the installation of a twelve-line cannery, each one of which will employ one hundred persons.

In addition to the 208 manufacturing plants in Stockton shown by the last Federal Industrial Census, there are many new industrial plants which include two new railroad plants, one of which has a capacity of 30,000 feet of railroad daily, and a new brick plant.

Building program for the year totals several millions of dollars and includes municipal improvements, business blocks, schools, churches, factories and homes. Building permits so far this year exceed the corresponding period of any former year.

The pressing need for more schools has resulted in plans for several new buildings as well as additions to several of the old

TURLOCK

By R. F. Wells

President Turlock Chamber of Commerce

The outlook for the northern part of the San Joaquin Valley, and especially of the irrigated section, for 1923 is promising from almost every point of view. The Turlock Irrigation District, comprising some 180,000 acres, located in the southern part of Stanislaus County and the northern part of Merced County, faces the future with brighter prospects than probably ever before. The early rains, together with mild weather, has made ideal farming conditions.

The completion of the Don Pedro dam, which will impound 289,000 acre feet of water, will make possible the creation of an immense surplus of water for late irrigation and create storage facilities for power. This will place our district in the forefront of all irrigation projects in the West. We expect to have the project fully completed by April 1, and the distribution of power started at that time. We will then enjoy a lower power rate, both for domestic and commercial purposes, than any other like section of the State.

We start the year with full assurance of plenty of water, an immense surplus of power and general farming conditions never more favorable. In way of development 1922 was a big year, and 1923 will be better.

With the extensive campaign of advertising being carried on by San Francisco, undoubtedly the whole interior part of the State will be benefited, and particularly the irrigated sections. We look forward to a large increase in our population through this source, and can speak for the general sentiment of the people in the interior valleys their appreciation of the work of the Californians Inc. advertising campaign.

Fresno—Hotel—R. F. Felchlin & Co., Raphael Lake, associate, Bank of Italy building, are completing working drawings for an eight-story hotel building to be erected at Van Ness and Kern streets, for Sun Maid Hotel Corporation. Cost, \$750,000. It will have 300 rooms with baths, all outside; stores, large lobby and dining room; washed air cooling system, hot water and oil-burning plant; two passenger and two freight elevators.

Bakersfield—Fred Bribble has been awarded the contract for a warehouse building for the Associated Oil Company and the Associated Oilwell Supply Company at Chester avenue and the Southern Pacific tracks. The building will cost \$80,000.

Total asparagus acreage in U. S. is 32,820 acres, two-thirds of which or 20,479 is in Central California.

buildings. Bids for the construction of additions to the Victory, Jackson and Jefferson schools have been awarded and construction is in progress. Work on some of the churches has already begun and plans for others have been prepared.

SAN BENITO

By B. W. Barrett

President San Benito County Chamber of Commerce

At this, the beginning of a new year, a great spirit of optimism pervades Hollister and San Benito County.

Last year, work was started on the mountain section of the Pacheco Pass highway, which connects the great interior valley with our own valley, and now that the contract has been let for completing this road from this mountain section into Hollister, our great hopes for bringing San Benito County into closer relationship with the marvelous development that has taken place in the great interior valley, whereby we may also profit, is at last to be realized.

The San Benito County Chamber of Commerce is bending every effort to form an irrigation district to store and distribute the waters of the San Benito and Tres Pinos Rivers in order to assure us for all time to come, sufficient water to take care of our fast-growing horticultural and agricultural needs.

The formation of the San Benito County Development Company, to develop, subdivide land, and further stimulate and expand our clearly recognized horticultural possibilities, together with the expansion of the dairy and poultry industries, gives an idea of the awakening spirit of progress.

The coming into bearing of thousands of acres of young orchard has necessitated the expansion of our canning, packing and fruit products industry.

There has been a big increase of shipping of other agricultural products.

The building of homes and the general increased commercial activities is the natural result of agricultural growth, so we surge forward on the tide of increased prosperity for 1923.

FRESNO

By C. T. Cearley

President Fresno County Chamber of Commerce

The year 1922 was almost without exception the greatest year of achievement for Fresno City and County. Growth in every direction was both sound and conserva-

LODI

By Wm. H. Faust

President Lodi Business Men's Association

While Northern San Joaquin County, represented by the cities of Lodi, Lockeford and Acampo and the surrounding territory received a jolt in 1922 by not being able to dispose of the largest grape crop in its history, nevertheless a spirit of optimism prevails among the growers, shippers, bankers, and business men of this section for the coming year; many things were learned, particularly as to the marketing of grapes and other fruits and products, and we will profit by the experience and get in closer touch with each other in 1923.

Building activity has never been greater. Real estate transfers are being made daily, included in some of them being the purchase of entire blocks of ground in the business section upon which substantial business buildings will be erected this spring. Improved acreage has not depreciated in value; in fact, we look for an increase in price this year, as there will be more of a diversion of crops this year than ever before, due to the fact that many of the growers are now dependent upon one crop, and if this fails they are strictly "up against it."

Should industrial strife again enter into the matter of shipping, other means will be found to market the crops; namely, by shipping by truck, or by water in especially constructed ships.

"Old Man Pessimism" has been buried, and we all look forward to the best year in the history of Northern San Joaquin County.

Agriculturally, all production records were exceeded.

The year 1923 brings with it a promise of augmented prosperity; crop conditions are most favorable; building is active and industrial expansion is exceeding the most sanguine expectations.

The San Joaquin Valley is looking hopefully toward a program that will develop tourist interest in our mountain playgrounds. To meet this we are engaged in a plan of development that will assure better roads and accommodations.

GIGNAC SECRET SERVICE BUREAU

We cover all branches of Detective Service anywhere; also a department specializing in Industrial work.

Monadnock Building, 681 Market Street

SAN FRANCISCO

DOUGLAS 5469

Railroad Plans

TENTATIVE plans for 1923 constructions and maintenance on the Pacific System of the Southern Pacific Company include relaying of 300 miles of track with new ninety-pound rail at a cost of \$4,500,000; 2,600,000 new cross-ties laid in track at a cost of \$4,500,000; and reinforcement of roadbed with 1,000,000 cubic yards of crushed rock and slag ballast to cost \$2,500,000.

Items of great importance to the public and of immediate public benefit, are the contemplated plans of reducing of grades, double-tracking and other extensive improvements contemplated on the Central Pacific portions of the system, particularly over the Sierra Nevada mountains, and through Nevada. Many of these major operations would have been carried out several years ago, but were only held in abeyance because of the Southern Pacific-Central Pacific dismemberment litigation which has kept the title under cloud for over nine years; but the settlement of the litigation either through granting by the Supreme Court of the petition for rehearing, or by an order of the Interstate Commerce Commission, excepting this system from the operation of the Sherman Anti-Trust Law, will permit these projects to proceed immediately.

An extensive program, calling for construction, betterment and addition to facilities and equipment during 1922, is now being carried out by the Southern Pacific Company on its Pacific System, according to T. H. Williams, assistant general manager.

The program calls for an expenditure of approximately \$11,300,000 for new rails, ties and ballast, \$4,500,000 for new locomotives, \$12,500,000 for new rolling stock, and \$700,000 for plant facilities.

"This work is in line with the established practice of the Southern Pacific Company in maintaining a first-class transportation machine for the service of its customers," said Mr. Williams. "The company aims to anticipate the needs of the shipping and traveling public. The work we have in hand is providing work for thousands of men and is an influence for prosperity in the west."

Under the company's plan for maintenance of way improvements during 1922, it is estimated that 290 miles of track will be relaid with new ninety-pound rail, 2,518,000 new cross-ties placed in track and 800,000 cubic yards of crushed rock and slag ballast will be used for reinforcement of the roadbed.

In order to accommodate the long fifty-five car freight trains now being handled across the Sierra Nevada mountains by the mammoth Mallet type locomotives, the Southern Pacific is constructing extensions to sidings at Crystal Lake, Cisco and Troy, at a cost of approximately \$250,000. Excavation for these new sidings is being made through solid granite. The Southern Pacific is also en-

gaged in double-tracking its line across the Tehachapi mountains, the portions now under construction being from Bakersfield to Siverter and from Tehachapi to Cameron, a total distance of twenty-three miles, at a cost of nearly \$1,000,000.

Another important phase of construction work now in progress on the Pacific System of the Southern Pacific, is that of enlarging, relining and concreting of tunnels on its line across the Tehachapi mountains. Fifteen of these have now been completed at a cost of \$1,000,000, and Tunnel No. 25, at San Fernando, Calif., and Tunnel No. 26, at Hasson, Calif., are being relined and enlarged at an ultimate cost of \$1,800,000.

Evidence of the faith of the Southern Pacific in the prosperity of the Pacific Coast, is shown by the fact that during 1922 the company has purchased or is building in its own shops, sixty-three new locomotives. Fifty of these new engines are of the huge "2-10-2" type, which have just been built for the Southern Pacific by the Baldwin Locomotive Works for delivery during 1922. They are equipped with the latest fuel conserving and auxiliary power devices and are being placed in service on the lines across the Tehachapi and Siskiyou mountains.

In addition to the new motive power, the Southern Pacific has purchased or is building in its own shops for delivery during 1922, 3300 new refrigerator cars, 1700 automobile cars, 334 box cars, 20 air dump cars, 20 caboose cars, and 2 rotary snow plows. This new rolling stock supplements the new equipment placed in service during 1921, consisting of 1608 box cars, 1266 refrigerator cars, 1000 stock cars and 352 flat cars.

A modern creosoting plant, with an annual tie-treating capacity of 700,000 cross-ties, has just been completed by the Southern Pacific Company at Wilmington, Calif., at a cost of approximately \$500,000. This plant, which is one of the largest in the west, covers nearly thirty acres of ground and gives employment to 100 men. Several shop facilities will cost an additional \$200,000.

To handle the new heavier type of locomotives now being placed in service on its lines, the Southern Pacific has installed 100-foot, electrically operated turn-tables at Dunsuir and Ashland. Another is being built at Siskiyou, and still another huge turn-table of the same dimensions is shortly to be erected at San Luis Obispo. The total cost of these new turn-tables will amount to \$200,000.

In addition to the construction program for 1922, an order for \$2,000,000, covering 45,240 gross tons of new open-hearth steel rail for use during 1923, has just been placed by the Southern Pacific Company with the Tennessee Coal, Iron and Railroad Company. The order includes 42,600 gross tons of ninety-pound rail, 31,900 tons of which are to be used on the Pacific System in replacing seventy-five and eighty-pound rail and for replacing curve-worn 90-lb. rail.

STATE'S MINERAL WEALTH

(Continued from Page 2, Col. 3)

dependent, so far as these are concerned, and almost any reasonable construction can be made with materials produced in the State. This branch of the mineral industry for 1920 was valued at \$29,723,405, as compared with a total value of \$16,796,784 for the year 1919, the increase being due to activity in building and construction operations, following the release of war-time restrictions.

Deposits of granite, marble and other building stones are distributed widely throughout this State, and slowly but surely transportation and other facilities are being extended so that the growing demand may be met. The largest single item, cement, has had an interesting record of growth since the inception of the industry in California about 1891. Not until 1904 did the annual value of cement produced reach the million dollar mark, following which it increased 500 per cent in nine years, though from 1914 to 1918 there was a falling off common to all building materials. The 1920 output establishes a new high level mark, both in quantity and value.

Crushed rock production is yearly becoming more worthy of consideration, due to the strides recently taken in the use of concrete, as well as to activity in the building of good roads. Brick, with an average annual output for a number of years worth approximately \$2,000,000, had difficulty in holding its own, due to the popularity of cement and concrete. In 1920, however, the sales increased to nearly double the previous record figure of the year. This item will, no doubt, continue to be an important one, and of course a market for fire and fancy brick of all kinds will never be lacking. Fifty-four counties contributed to this structural total for 1920, and there is not a county in the State which is not capable of some output of at least one of the materials under this classification.

Industrial Materials

The following mineral substances have been arbitrarily arranged under the general heading of Industrial Materials, as distinguished from those which have a clearly defined classification, such as metals, salines, structural materials, etc.

These materials, many of which are mineral earths, are, with four or five exceptions, as yet produced

RAISIN MEN WILL RECEIVE \$25,916,681

General Manager Reports That Despite Many Handicaps, 1922 Shipments Set Record

THE year 1922 has seen a number of developments in activities of the Sun Maid Raisin Growers, according to F. A. Armour, general manager.

Probably the most important these, he points out, was the stabilizing of the raisin market, which at the time the new prices were named last August seemed to be somewhat panicky, due to the large production of raisins in California and the decreased purchasing power of the people in the eastern part of the United States. This problem, however, was solved in great measure by the reduction in price.

He expressed gratification over the philosophic manner in which the large majority of growers to the necessary cut in price, which was as inevitable as the law of supply and demand which governs it.

Encouraging developments last year were brought forth with the expansion of foreign trade. In addition to its London, Shanghai and Yokohama offices, the Sun Maid Raisin Growers placed representatives in Copenhagen, Amsterdam, and Mexico City.

Upon the establishment of the last-named office a special representative journeyed to South America, where he has already made a number of trade connections, and only a few days ago the first orders for Sun Maid raisins were received from the southern continent.

Los Angeles—Pozzo Construction Company, 421 Macy street, has contract to erect a Class C \$60,000 one-story building near Amel street, extending from Ducommun Commercial street, for the Bank of Italy, as trustees. Albert C. Martl Higgins building, is the architect.

on a comparatively small scale. The possibilities of development along several of these lines are large, and with increasing transportation and other facilities, together with steadily growing demands, the future for this branch of the mineral industry in California is certainly promising. There is scarcely a county in the State but which might contribute to the output.

Bank Clearings and Building Permits

For Month of December, 1922

| | Bank Clearings 1922 | 1921 | Building Permits 1922 | 1921 |
|----------------|------------------------|---------------|--------------------------|-------------|
| San Francisco | \$659,200,000 | \$613,500,000 | \$2,439,658 | \$2,007,700 |
| Los Angeles | 516,301,000 | 407,621,000 | 8,955,597 | 9,168,885 |
| Oakland | 65,477,129 | 54,877,545 | 2,028,240 | 2,149,750 |
| Sacramento | 39,929,455 | 27,953,038 | 750,259 | 420,260 |
| Long Beach | 28,924,838 | 17,382,182 | 851,360 | 1,332,700 |
| Fresno | 26,246,344 | 21,587,461 | 1,261,176 | 509,535 |
| San Diego | 13,982,241 | 14,110,851 | 563,276 | 1,775,710 |
| Pasadena | 19,683,730 | 15,123,869 | 766,086 | 396,270 |
| San Jose | 10,420,276 | 9,183,770 | 170,595 | 121,370 |
| Stockton | 11,123,000 | 9,335,300 | 125,270 | 163,000 |
| San Bernardino | 7,305,895 | 3,621,385 | 226,655 | 128,652 |
| Bakersfield | 4,249,076 | 4,483,388 | † | † |
| Modesto | 3,687,107 | 3,252,655 | 33,890 | † |
| Santa Rosa | 2,617,411 | 2,104,420 | 33,712 | 50,003 |
| Whittier | † | † | 112,550 | 94,610 |
| Riverside | 3,084,177 | 2,081,672 | 147,704 | 117,790 |

* Not available. † No comparison.

Southern California Development and Progress

BUILDING FOR INDUSTRY IN SOUTHERN CALIFORNIA

LOS ANGELES' building program for industry is keeping pace with its industrial expansion, according to estimates for the year, compiled by the Industrial Department of the chamber. The year 1922 will show 499 building projects devoted to industrial construction. These will have a total value of \$6,461,716. This indicates a new industrial building or addition or alteration to an industrial building was made for nearly every new industry located in the city during the year. The list of new industries totaled over 550, but the neck and race between industrial buildings and new industries does not mean, however, that each new industry coming in built its own building. The majority of the industries locating look for buildings already erected that will meet their needs, so that a large portion of the industrial building is in institutions already established which have been having growing needs and have prepared to meet demands upon them.

General building figures for the year indicate that the announcement by the Chamber of Commerce early in the year that a new building was completed in Los Angeles every twenty minutes, while starting at the time the subject of much debate and comment, no longer is accurate. The facts are that the building permits will show that during the entire year a structure was completed in Los Angeles every seven minutes, day and night, days and holidays included.

The Los Angeles Soap Co. plans a \$1,000,000 addition to its plant; when finished the working capacity of the plant will be 90,000,000 pounds a month.

South Pasadena—South Pasadena has taken steps to initiate a project to provide an adequate and dependable water supply for Pasadena, Alhambra and Glendale. A conference of officials of the three cities has been proposed to consider an agreement for the construction of an impounding reservoir on the West Fork of the San Gabriel river. The cost is estimated at \$1,000,000, of which would be borne by Pasadena, while the other half would be divided between South Pasadena and Alhambra. Despite the heavy demands of the last season replenishing the underground supply, South Pasadena has not sufficient water to meet summer demands, and Pasadena's present surplus of water is regarded as only temporary.

LOS ANGELES COUNTY

Long Beach—The \$100,000 plant of the United States Tool Co. on Cherry boulevard, north of Spring street, Long Beach, will be completed within the next two weeks, according to a report sent out by officials of the company yesterday. Approximately \$80,000 worth of machinery has been installed in the new machine shop. It is estimated that more than one hundred workers will be employed in turning out oil-field machinery which the firm will specialize in making.

R. W. Edens is president of the new concern. C. S. Hiles is secretary and treasurer. Other officers of the company are W. T. Woods, John Merland, and W. M. Killingsworth. Construction has been started on a two-story carbon briquet factory to be erected on the northeast corner of Macy and Lyon streets by the Los Angeles Gas and Electric Company. The plant will be operated in connection with the gas works, and will require an investment of approximately \$300,000. This announcement was made by William Barheight, vice-president of the concern. The new structure will be of brick and steel construction, 104 by 409 feet. It is expected to be in operation by December 15.

A group of warehouses estimated to cost in the neighborhood of \$750,000 will soon be erected by the Southern California Edison Company at Alhambra, it has been announced by G. C. Ward, vice-president of the company. The buildings will be constructed on a twenty-five-acre site recently purchased by the concern. Included in the group are the main structure 200 x 600 feet, warehouse 100 x 400 feet, two smaller buildings each 100 x 100 feet, and a shop building 170 x 270 feet. All buildings will be of steel construction. The hired men will be employed at the new plant.

Three new petroleum refineries and export loading stations are to be established at Los Angeles harbor in the near future. It was recently announced by Los Angeles by the Harbor Commission. The three companies to locate plants there will be the Mexican Petroleum Co., the Pan-American Petroleum Co. and the Ventura Oil Co. The latter concern will be assigned one thousand feet of wharfage, now being constructed on the inner harbor at Slip No. 5. The Mexican and Pan-American companies will be given locations on the west basin, near the plant of the Associated Oil Co. now under construction.

Approximately \$10,000,000 will be expended by the three concerns, according to present plans.

Los Angeles—Maine manufacturers have plans made to establish worsted mills. The output will cost about \$5,000,000.

Stauffer Chemical Co. building a \$3,000,000 plant at Vernon.

Wilmington—Blue Tank Pipe Line and Refining Co. have started their first \$1,000,000 unit of their \$5,000,000 plant.

HARBORS

Los Angeles—Harbor Improvements—The Harbor Commission has filed with the engineer of the War Department application for permission to make the following improvements: To widen wharf No. 1, pier Nos. 233 and 242, on east side of the east channel in Los Angeles outer harbor, the proposed addition to be 2,431 feet long and 22 feet wide; to widen the existing 330-foot wharf extending southeast from U. S. pierhead station 430, channelward a distance of 15 feet, and to continue the construction of the new wharf along the same line to a point near U. S. pierhead station 434; to improve an area 70 feet by about 215 feet in the southwest corner of Fish Harbor, for the extension of boat ways and wharf near berth No. 253.

Los Angeles—The Compton Water & Lighting Company has been authorized by the Railroad Commission to issue and sell at not less than par \$19,400 capital stock for additions and betterments.

PASO ROBLES

By Gifford L. Sobey, M. D.
President Paso Robles Chamber of Commerce

The quiet little health resort, Paso Robles, long famous the world over for its Hot Springs Hotel, is no longer quiet, and very soon can no longer be termed little.

Paso Robles still has the luxurious old hotel, which Paderewski honors by calling "home." And the charm of the oak covered, fern matted hills is broken only with the blossoming almond orchards.

During the past ten years over thirty thousand acres of gentle rolling hills have been transformed into sturdy groves of almonds, pears, apples, peaches, prunes and apricots. These orchards while young do not present a very great problem in their care, so the population of Paso Robles to-day is only about four thousand people. In ten years from now every acre will be in commercial production. The income will run upwards to twenty million dollars per annum. The population must increase to care for the production.

With our planted orchards as a starting point and with rats secured from the University on the average value of production, Paso Robles can not avoid having a population of twenty thousand people in the city alone in the next ten years. This is our assurance of prosperity. It is well earned, for instead of making two blades of grass grow where one grew before, we have made almonds and luscious fruits produce where only grass grew before.

SAN BERNARDINO COUNTY

Hesperia—Lake Arrowhead is being converted into modern winter resort.

SAN DIEGO COUNTY

San Diego—Appropriation of \$160,000 made by the Government for dredging operations in San Diego harbor will afford timely aid to the completion of port improvements. Harbor area C, in which the dredging is to be done, embraces much of the waterfront north of Pier 1, where a new pier is to be constructed. The pier project involves upwards of \$800,000, with \$250,000 already available and the balance to be voted at a special bond election early in the year. Some dredging will also be done south of Pier No. 1, where the Navy Department plans the construction of a wharf for the exclusive use of the fleet.

Santa Monica—Proposals for a system of street car and transportation covering all sections of Santa Monica have been submitted to the Santa Monica city council by the Pacific Electric Railway Company. It includes an extension of the Third street line east on Montana avenue to Seventeenth street at an estimated cost of \$53,500 and other investments totaling in excess of \$125,000.

Santa Monica—Construction of a belt line from Santa Monica to the Palisades is being agitated by the Pacific Palisades Association and is said to have received the tentative approval of officials of the Pacific Electric Railway Company. It is proposed to extend the traction line north along the beach from the present terminal near the old Southern Pacific wharf to Temescal Canyon, and through the Palisades canyon, returning to the city via Eighth street on a viaduct over Santa Monica canyon.

SAN FERNANDO VALLEY

Showing that the great valleys of the southern part of California maintained a large production during the year just closed, the following figures are of interest: The total value of crops in the San Fernando Valley has been given at \$12,000,000 for a total acreage of 62,578 acres. Beans lead with 11,000 acres, potatoes followed with 7,720 and alfalfa with 7,078. The total of citrus acreage for the year was estimated at 8,495, divided as follows: Oranges, 4,327; lemons, 4,063, and grapefruit, 105. Orchard acreage, exclusive of citrus, totaled 14,081, of which 6,065 were walnuts.

With the season's shipments of walnuts practically completed, announcement is made that this year's output of walnuts is the second largest in the history of the California Walnut Growers' Association. Shipments this year will total about 49 million pounds. Association figures show that 12 million dollars will be paid to the walnut growers of the State as their return on the 1922 crop.

Banning—San Geronimo Power Co. has let contract for the construction of two power plants. Cost of first unit, \$500,000. Cost of second unit, \$400,000.

Santa Monica—Additional water supply for the Palisades district of Santa Monica is proposed by Wm. H. Carter, commissioner of public works, by the development of water-bearing lands near Sycamore Springs, Santa Monica Canyon, on which the city has a ten-year lease. Water can be obtained there economically by drilling wells, and can be distributed by gravity.



"The Review"

(January Issue)

1923
(The Turn of the Tide)

"Noblesse Oblige"
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SHIPPING FRUITS AND VEGETABLES BY WATER

FRUIT growers and members of shipping organizations throughout California and the Pacific Northwest are en route to Chicago to take part in a series of meetings to be held January 15-20, in conjunction with the Interstate Commerce Commission and representatives of the Western and Eastern railroads.

The meeting is called to discuss transportation facilities for the shipment of fresh fruits and vegetables during the year 1923 and subsequent years. The shippers of eleven Western States do not want a recurrence of the trying situation which obtained in 1922 and which still faces the shipment of agricultural products, namely, the failure of the railroad companies to provide adequate refrigerator car service. Adequate transportation is without doubt the most important factor in economic fruit and vegetable distribution. With the best that the railroads can give, it is doubtful if they will be able, in the near future, to supply the demand for refrigerator cars. A shipping company was incorporated in December to build twelve refrigerator ships for the purpose of handling a portion of the increased tonnage of fruits and vegetables which California will forward during the next few years.

The fifty-fifth Fruit Growers and Farmers Convention strongly endorsed the shipment of fruit by water. The representatives of eleven Western States passed the following resolution on this subject:

"Resolved, In view of proposals made to this convention having in prospect the inauguration of supplemental waterway service for the transportation of our agricultural products to the consuming centers of the Atlantic seaboard, and believing that the installation of such service would in large measure relieve the difficulties heretofore experienced and likely to occur in the future in rail transportation, due to greatly increasing tonnage which calls for movement, we commend to the growing and shipping interests of the Western Coast States, support and encouragement to the realization of a permanent and efficient waterway service to meet existing and future demands of Western farmers."

Water transportation undoubtedly is going to become very important in the near future development in California. It will be only a matter of time when the farmers of the Sacramento and San Joaquin valleys, realizing the importance of such a valuable transportation medium, will call upon Congress for aid in the building of a deep-water channel up the Sacramento River, touching both the city of Sacramento and that of Stockton. Steamers loaded at these two ports may land produce in Eastern and foreign markets with a minimum of handling and a maximum of safety.

CHANGES IN FREIGHT RATES AFFECTING CALIFORNIA INDUSTRIES

By E. W. CLAPP, Chairman, Transportation Committee

Important freight rate changes published during the month of December include the following:

| Transcontinental Rate Changes | | | | | | | | | |
|-------------------------------|--------|--------|---------|--------|----------|--------|--------|--------|--------|
| Westbound-Carloads | | | | | | | | | |
| | N.Y. | Pitts. | Detroit | Chi. | St.Louis | Mo.Rv. | Kans. | Texas | Colo. |
| Boots & Shoes: | | | | | | | | | |
| New rate..... | \$3.98 | \$4.74 | \$3.76 | \$3.69 | \$3.62 | \$3.48 | \$3.48 | \$3.48 | \$3.48 |
| Old rate..... | 5.16 | 4.74 | 4.74 | 4.41 | 4.41 | 4.12½ | 4.12½ | 4.12½ | 3.87 |
| Brushes, | | | | | | | | | |
| Carbon, bxd.: | | | | | | | | | |
| New rate..... | | 2.02½ | 2.02½ | | | | | | |
| Old rate..... | | 2.25 | 2.18 | | | | | | |
| Houses, | | | | | | | | | |
| Portable: | | | | | | | | | |
| New rate..... | 2.07 | 1.95 | 1.89 | | | | | | |
| Old rate..... | 2.48 | 2.32½ | 2.25 | | | | | | |
| Oil Cloth: | | | | | | | | | |
| New rate..... | 1.65 | 1.50 | 1.42½ | 1.35 | 1.35 | 1.28 | 1.28 | 1.28 | 1.19½ |
| Old rate..... | 1.83½ | 1.66½ | 1.58½ | 1.50 | 1.50 | 1.42 | 1.42 | 1.42 | 1.33 |
| Packing house | | | | | | | | | |
| Products: | | | | | | | | | |
| New rate..... | | | | 2.47 | 2.47 | 2.32 | 2.32 | 2.32 | 1.71 |
| Old rate..... | | | | 2.48 | 2.48 | 2.40 | 2.40 | 2.40 | 1.97 |
| Zinc Spelter: | | | | | | | | | |
| New rate..... | | 1.25 | 1.19 | 1.12 | 1.06 | .94 | .94 | .94 | .94 |
| Old rate..... | | 1.50 | 1.42½ | 1.35 | 1.28 | 1.13 | 1.13 | 1.13 | 1.06 |
| Charcoal: | | | | | | | | | |
| New rate..... | 1.14 | 1.06 | .97½ | .97½ | .90 | .90 | .90 | .84½ | .84½ |
| Old rate..... | 1.26 | 1.26 | 1.26 | 1.26 | 1.26 | 1.26 | 1.26 | 1.26 | 1.18½ |
| Eastbound-Carloads | | | | | | | | | |
| | N.Y. | Pitts. | Detroit | Chi. | St.Louis | Mo.Rv. | Kans. | Texas | Colo. |
| Charcoal: | | | | | | | | | |
| New rate..... | \$1.14 | \$1.06 | \$.97½ | \$.97½ | \$.90 | \$.90 | \$.90 | \$.84½ | \$.84½ |
| Old rate..... | 1.26 | 1.26 | 1.26 | 1.26 | 1.26 | 1.26 | 1.26 | 1.26 | 1.18½ |
| Cylinders: | | | | | | | | | |
| New rate..... | | | | 1.58 | 1.58 | 1.42 | 1.35 | 1.35 | 1.17 |
| Old rate..... | | | | 1.75½ | 1.75½ | 1.68½ | 1.50 | 1.50 | 1.30 |
| Inedible | | | | | | | | | |
| Vegetable Tallow: | | | | | | | | | |
| New rate..... | | | .65 | .65 | .65 | .65 | .65 | .65 | .65 |
| Old rate..... | | | .75 | .75 | .75 | .75 | .75 | .75 | .75 |

The following reductions have been made in rates from California Terminals to New York via Sunset Gulf Route:

| | Old Rate | New Rate |
|---------------------------|----------|----------|
| Asphalt | \$.75 | \$.70 |
| Beans | 1.05 | .70 |
| Canned Goods | 1.05 | .70 |
| Condensed Milk | 1.05 | .70 |
| Fruit dried in boxes..... | 1.25 | .80 |
| Fruit dried in sacks..... | 1.45 | 1.00 |
| Rice | .83 | .70 |

In addition to the above, the carriers have decided upon widespread reductions on many articles now moving westbound via Panama Canal. These reduced rates will be made effective as soon as the tariffs can be printed but lack of space prevents giving all details in this issue of "California Development." Some of the most important commodities affected by the new schedule are Ammunition, Cash Registers, Drugs, Talking Machines, Glassware, Musical Instruments, Paints and Varnish, Soap and Washing Powders, Twine, Cordage, Linseed Oil, Baking Powder, Refrigerators, Window Glass, Lard, Cooking Oils, Starch, Canned Goods, Water Heaters, Iron and Steel, Roofing and Roofing Materials.

Bank Developments

(Continued from page five)

of whom the greater number, 1,160,810, were depositors in our savings banks. Five years later the depositors in the state banks had increased practically a million in number. Of the total depositors of 2,531,624 in June, 1922, it is surprising to note that 1,736,285 were depositors in our savings banks. This is all the more surprising when we recall that California's entire population is approximately 3,500,000.

It is also interesting to note the increase in the number of banking institutions during the same period. On June 20, 1917, California had in its state system 448 banks and 126 branches, making a total of 574 banking institutions; while in 1922—five years later—there were 429 banks with 281 branches, or a total of state banking institutions of 710. During the same period the number of national banks located within the state had increased from 251 in 1917 to 295 in 1922, or a total increase in the number of banks in this state of 180.

It is also important to observe that during the same period the assets of the national banks in the state increased from \$689,581,000 in 1917 to almost a billion dollars in 1922, or to be exact, \$954,486,000.

During this period, in every other state in the American union, the savings deposits reflected the distress of those who had owned them by the immense reduction and withdrawal. The war had its disastrous effects in the other states. The people there could not then and can not now understand the remarkable showing that California has made. Passing through an inflation that accompanied the extravagances and special enterprises, and then suffering the drastic, quick and impoverishing results of deflation, California, unique among them all, has increased its savings deposits which had nothing to do with and suffered none of the hazards of commercial banking. This is one of the most remarkable accomplishments of the conjunction of good government and an enterprise to support individual energy.

EASTBOUND FRUIT SHIPMENTS

The California Fruit Districters have issued a report showing that the total number carloads of deciduous fruit shipped from California between May 1 and December 31, 1922 was 53,961. The total from the territory north of the Tehachapi was 49,406, while from Southern California a total of 4,552 carloads were shipped. In 1921 the total shipments from north of the Tehachapi amounted to 40,209 carloads which was exceeded in 1922 by over 9,000 carloads. Of total shipments from the State, 1922, 34,644 carloads were grapes, other fruits amounting to less than 20,000 carloads.

CALIFORNIA PRODUCTS SOUGHT FOR CARGO

For the purpose of locating and contracting for 400,000 tons of vegetable and fruit products for shipment to New York and other Atlantic ports, an intensive survey of all fruit and vegetable districts in California is being made by Arthur Seligman, president of the Motorship Service Corporation, and W. Hume, promotion agent.

The goods will be shipped by the all-water route of the recently formed motorship corporation. Arrangements are being made to ship at the rate of 6,000 tons a week throughout the year, according to Major General C. A. Devol, general manager of the corporation.

General Devol and Maurice Selig will leave for Washington on Wednesday in an effort to obtain twelve vessels from the Shipping Board to get the shipments under way. The Pacific Coast terminals are to be Oakland and Wilmington.

WANT—Juan Aguilera Ruiz, Colonial Commission Merchant, P. O. 942, Havana, Cuba, is in a position to represent any firm desiring to market canned fruits, vegetables, and beans, grain and rice, also manufactured articles, in his territory. Reply apply direct.

OPENING FOR CANNERY IN CHICO

Apply to Theo. Grady, Jr., Secretary Chico Chamber of Commerce.

OPENING IN ST. HELENA FOR CUCUMBER PICKLE FACTORY

Apply to D. W. McDonald, Secretary St. Helena Chamber of Commerce.

FOR SALE—40-acre fruit farm

located in Sutter County; 12 acres of prunes; 9 acres Muir peaches; 3 acres Thompson seedling; 3 acres pears; 60 almond trees, and 150 trees; modern 5-room bungalow; large barn and chicken house; Leghorn hens; pumping plant; dry plant; 1 Fordson tractor; modern farm equipment. Apply T. F. Anderson, 169 Forbes Avenue, Berkeley, Calif.

Bank Clearings and Building Permits

For Year 1922

| | Bank Clearings 1922 | 1921 | Building Permits 1922 | 1921 |
|------------|------------------------|-----------------|--------------------------|--------------|
| Francisco | \$7,274,000,000 | \$6,629,000,000 | \$ 45,327,206 | \$22,244,672 |
| Angelo | 5,152,311,000 | 4,211,156,000 | 121,206,787 | 82,761,381 |
| land | 680,053,882 | 543,092,166 | 24,467,223 | 15,791,616 |
| ramento | 323,673,518 | 284,417,588 | 9,401,753 | 4,771,205 |
| g Beach | 250,496,141 | 181,746,171 | 14,035,553 | 13,144,243 |
| no | 238,657,196 | 228,676,947 | 7,225,150 | 3,890,707 |
| Diego | 175,890,364 | 136,354,105 | 12,004,037 | 10,647,853 |
| lton | 125,315,400 | * | 3,145,670 | 1,933,181 |
| Jose | 117,315,976 | 92,064,796 | 1,971,660 | 1,234,932 |
| adena | † | † | 9,412,480 | 6,685,435 |
| Bernardino | 67,973,716 | 62,947,725 | † | † |
| ersfield | 51,294,804 | 59,040,379 | † | † |
| esto | 38,415,445 | 35,911,884 | 1,135,525 | 895,667 |
| ta Rosa | 25,604,390 | 21,516,807 | 1,079,220 | 811,748 |
| ittler | † | † | 1,789,419 | 781,808 |
| erside | 30,598,484 | 24,241,933 | 1,458,429 | 879,480 |

* Not available. † No comparison.

FROM THE CROW'S NEST

By R. BERKELEY

UNDER normal conditions, bank debits are as reliable an index as any, to the degree of business activity. Judged by this standard, California leaves little to be desired, comparing most notably—in the smaller cities more particularly—with 1921. Bank clearings make also a most encouraging showing, the 1922 figures being all records except that of abnormal 1920. Savings banks overshadow the future, and San Francisco, Oakland and Los Angeles are a good lead, well followed by other cities, in 1922.

A negative guide to progress is the record of business failures. It is enough to say that California has no cause to blush in the company of her sister Pacific States. Collections, too, are pointing to "fair."

The unanimous opinion of local bankers is that California is headed for prosperity. They tell us that stringency has passed and as they actually pull the strings they ought to know. Also that frozen assets have been thawed out by the warming influence of good business. They are issuing warnings against over-speculation, but the possibility rests really with them. In business, the purse strings for more than the sermon. In building activity, conservative San Francisco has doubled the 1921 record and has passed those of previous years with the exception of the year following the great fire of 1906. The other cities tell much the same story.

The figures of wholesale trade now increases varying from 1 to 16 per cent; the jump of over 16 per cent in the business in agricultural implements is especially significant in a State like California.

The farmer is still the key to prosperity condition. On his back we all ride. While preliminary estimates place yields of crops, as a whole, below those of 1921, costs of production have

been lower, and prices obtained, with the exception of rice, raisins, apples and potatoes, higher, so in many districts the net return to growers is greater. Livestock receipts of cattle and hogs, taken together, have been larger in San Francisco and Los Angeles than in 1921, but prices are none too high. There is nothing to complain of in the markets for butter, milk and eggs.

Activity continues in the mineral producing districts. The petroleum output for 1922 breaks all records and shipments to the Atlantic Coast have improved consumption figures. But stocks still grow.

Sales of electric power stand about 15 per cent above those for last year.

The China Trade Act is of more than passing interest to California; the establishment of the California Silk Works may be the beginning of a wonderful story in the future; and Los Angeles is talking of making our "woolly" reputation a reality.

Finally, in our prosperity, let us not forget the Community Chest.

The James H. Barry Company

The
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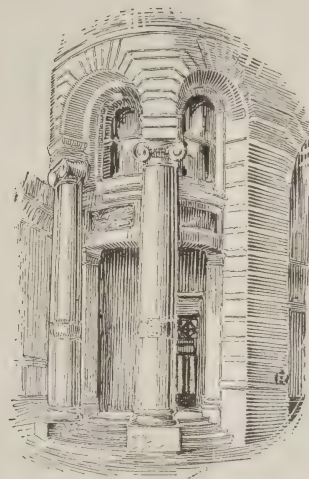
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OF SAN FRANCISCO



CONDITION AT THE CLOSE OF BUSINESS DECEMBER 29, 1922

RESOURCES

| | |
|--|------------------------|
| Loans and Discounts | \$24,841,453.25 |
| U. S. Bonds and Certificates | 10,000,349.18 |
| Other Bonds and Securities | 691,124.25 |
| Capital Stock in Federal Reserve Bank of San Francisco | 150,000.00 |
| Customers' Liability under Letters of Credit | 1,979,212.19 |
| Cash and Sight Exchange | 12,140,680.18 |
| | \$49,802,819.05 |

LIABILITIES

| | |
|-------------------------------|------------------------|
| Capital | \$ 2,000,000.00 |
| Surplus and Undivided Profits | 6,750,581.43 |
| Circulation | 2,000,000.00 |
| Letters of Credit | 2,036,216.96 |
| Deposits | 37,016,020.66 |
| | \$49,802,819.05 |

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Winter Excursions to Southern California Every Day

Tickets on sale daily until March 31st at San Francisco, Oakland, Alameda and Berkeley to Los Angeles, Long Beach or Wilmington at following fares for round trip—

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Four Months

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TICKETS WILL ALSO BE SOLD TO SAN DIEGO UNDER SAME CONDITIONS AT FOLLOWING FARES—

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California Journal of Development

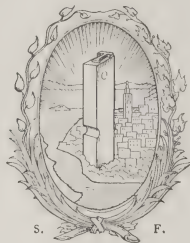
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The Printers'



Board of Trade

American Business Recognizes the Need for a Living Profit in Every Industry

Every industry, to be an asset to the community, must make a profit. It must pay living wages which add to the buying power of the community; it must pay creditors for materials or service; it must set aside a surplus for new machinery to replace old and for expansion; it must yield a profit for invested capital.

No industry can succeed which is beset with open cut-throat competition, selling below cost, unwarranted substitution or lowering of quality, failing to meet creditors' bills promptly or having no margin of profit for progress.

To escape this latter condition American business has evolved the trade association. Associations have been formed throughout the nation in almost every line of commercial and industrial endeavor. These associations do for their members what none could do for himself. They gather facts and figures pertaining to their respective businesses and disseminate this information for the education of the members.

Public opinion in business circles sanctions the collection of information by an association even to the assembling of manufacturing and selling costs and the relaying of such assembled data to its members.

The United Typothetae of America (an international organization of master printers), now in its thirty-fifth year, has been engaged in this practice for many years. The local printers' association in almost every city of size is likewise assembling manu-

facturing and operating cost data, analyzing them, averaging them and using the information collected through this clearing-house to enlighten, educate and guide its members.

The Printers' Board of Trade of San Francisco is pursuing this accepted American policy in business for the purpose of ascertaining costs of production and determining fair and just selling prices. Its principles and practice will be explained to any printing buyer upon application to the Secretary.

The Printers' Board of Trade is an asset to San Francisco. Its activities are reflected in the fair and just prices quoted by its members, the quality of printing produced, and the healthy condition of the industry in meeting obligations, paying a living wage to its thousands of workers and installing modern equipment for economical production.

The Printers' Board of Trade is a cost-finding association and it stands on the four-square principle of helping its members to determine a fair and just selling price for the product of their shops. It is also a court of adjudication for any printing buyer when price or quality is in controversy.

THE PRINTERS' BOARD OF TRADE

These illustrations are from actual photographs showing Pears sprayed with Arsenate of Lead with and without Kayso. Below are Peach Twigs sprayed with Lime Sulfur with and without Kayso.



Without Kayso



With Kayso

KAYSO—the Casein Spreader

Spreads the spray and makes it stay



gives complete spray coverage on fruit, leaves and bark—this means an unbroken, protecting film of insecticide or fungicide.

Kayso keeps the spray from washing off—rains wash off and destroy the efficiency of your spray materials. Kayso will hold the insecticide or fungicide on your trees long after ordinary spray washes off.

Kayso reduces arsenical injury to fruit and leaves—takes up soluble arsenic, prevents thick deposits of spray.

Kayso makes spraying more economical—spray covers more trees—less run-off—easier to apply.

Kayso keeps the spray materials from quickly settling in the spray tank.

Kayso raises the market value of fruit—no blotches of poison—uniform coloring—fewer spray blemishes.

Without Kayso



Dormant Spray

The dormant spray kills by contact. The microscopic spores of Brown Rot, Scab, Leaf Curl and San Jose Scale on the uncovered spaces will grow and infect the entire tree. Kayso makes the drops of spray run together, and spreads the spray material into the small crevices where the pests seek protection in winter.

With Kayso



Send today for new illustrated KAYSO circular—free.

MAIL COUPON TO SAN FRANCISCO OFFICE

DEALERS who have not already stocked Kayso should take notice that Kayso is used throughout the United States. Be ready to supply your trade. Correspondence invited.

Enclosed please find 40 cents. Mail me sample package KAYSO, sufficient for 200 gallons of spray. PG 1

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NEW YORK

CHICAGO

LOS ANGELES

ECONOMY IN PURCHASE OF SCHOOL SUPPLIES

SENATE BILL NO. 138 and Assembly Bill No. 842 would provide new rules and regulations governing the purchase of school supplies and equipment. It is proposed that supplies and equipment, before being purchased, must first be declared as "standard school supplies and equipment."

"The State Board of Education shall . . . define the term 'standard school supplies and equipment'." The bill would also provide that only standard school supplies and equipment "shall be purchased through the county superintendent of schools or when directed by him, through a county purchasing agent."

This bill, if passed to law, would prohibit school trustees from ordering supplies except through a county office, and then only those declared "standard" by the State board. Manufacturers and dealers could thus be deprived from bidding on school supplies except those manufacturers and dealers of the particular items defined as "standard" by the State board.

Such a law would manifestly operate to increase costs by prohibiting the purchase of supplies in the open market as contrary to the present regulations, which provide for economical purchase and use, simi-

lar to the established practice in any large commercial corporation.

Manufacturers and dealers maintain large stocks of school supplies at convenient points throughout the State and are able to supply quickly and economically school supplies only as they are required; annual requirements need not be purchased or stored, as suggested by the proposed law. Large consumers have found that excessive stocks of supplies, stationery, printing, etc., depreciate rapidly—loss by waste and depreciation is avoided by confining supplies only to actual requirements.

School trustees and taxpayers protest the passing of these new regulations for the following reasons: Such a law would take away from the rural trustees and rural communities the responsibility now vested in them. It would mean the control of our school affairs vested in a few; a direct blow to democracy and a step towards the power of our public schools vested in a few. No material gain can be obtained by such a law, as the expenses of handling and distribution of supplies and equipment, which is now done gratis by trustees, would have to be paid for through hired employees, thereby adding to the expenses.

The National School Supply Association's code of ethics include the following:

To recognize in the American school child "the seed corn of the nation," and to keep the welfare of the child first and foremost in the conduct of our business.

To produce and sell the highest quality of school merchandise, believing this to be a fundamental demand of education in a republic in which the education of all citizens is of paramount importance.

To welcome fair competition as an assurance of the largest opportunity for service to school authorities, making service and the adaptability of goods rather than price the basis of preference.

To carry stocks of merchandise sufficient to give prompt and satisfactory service, so that at no time in the year a

pupil shall be hampered in educational progress through lack of materials or equipment.

To base all selling prices on the cost of production and selling, allowing only a legitimate profit as related to the investment in the business.

To be constantly on the alert to find better merchandise and better methods, so as to keep the American schools at all times fully abreast of the progress in all fundamentals of education.

To follow sound ethical principles in the conduct of our business, and to put every transaction on the very highest plane of business honor.

This advertisement is published by California manufacturers and dealers in the interest of school supply economy as well as in the interest of dealers and manufacturers who furnish school supplies and equipment on bid in the open market.

California Journal *of* Development

Formerly CALIFORNIA DEVELOPMENT

JOSEPH G. BRAY
Editor

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Advertising Manager

NORMAN H. SLOANE
Business Manager

VOLUME XIII

FEBRUARY, 1923

NUMBER 3

CONTENTS

| | |
|---|--|
| MANUFACTURING FOLLOWS AGRICULTURE..... 7 | FIGURES 13 |
| A summary of manufacturing in California, which shows the economic reasons why manufacturing naturally follows agricultural development. | |
| CALIFORNIA BUSINESS CONTINUES GOOD..... 9 | |
| The Douglas map and graphic chart clearly indicate the trend of business. Published from Washington, D. C., they may be authoritatively accepted as reflecting a true business index. | |
| TRADE ASSOCIATIONS AND PRICE FIXING..... 10 | |
| By ARTHUR J. DANNENBAUM | |
| This has been a vexatious subject to many, and yet State and National courts have clearly enunciated the powers and limits of price-fixing associations, and it is becoming universally accepted that such groups are the means of stabilizing many of our most important industries. | |
| A BUSINESS SURVEY OF THE STATE..... 11 | |
| A number of California industrial leaders express the opinion that the present business prosperity will continue with far-reaching results. | |
| EDITORIAL 12 | |
| The California Journal of Development Makes Its Debut—The New York Travel Show—Chambers of Commerce Membership Drives—The Community Chest Idea—The Financial Storm of 1920-21—Coming Events. | |
| | Bank Clearings—Basic Industry Production—Price Index—Bank Credits—The California Fruit Pack—Hydroelectric Development—Home Building and Realty Values. |
| | LOS ANGELES AND VICINITY..... 14 |
| | SAN DIEGO, FROM THE PACIFIC TO THE COLORADO.... 15 |
| | SAN FRANCISCO AND THE BAY DISTRICT..... 16 |
| | SAN JOAQUIN VALLEY AND CENTRAL COUNTIES.... 17 |
| | SACRAMENTO AND NORTHERN CALIFORNIA..... 18 |
| | FROM THE CROW'S NEST. By R. BERKELEY..... 19 |
| | A NEW INDUSTRIAL ERA..... 11 |
| | CONTRACTS FOR POWER LINES..... 19 |
| | WEATHER REPORT 19 |
| | THE COVER SUBJECT— |
| | The great scenic beauties of California will be unfolded from time to time as cover subjects of this publication. Lake Arrowhead, which forms this issue's cover, is one of the beauty spots of Southern California. |

Published Monthly by the CALIFORNIA DEVELOPMENT ASSOCIATION

A Statewide Organization Affiliated With
Chambers of Commerce and Commercial Organizations Having For Its Purpose the
Development of the State's Industries.

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California Development Association

The State Chamber of Commerce

COMMERCIAL organizations, producing and marketing associations, municipal officers, boards of supervisors, chambers of commerce and similar groups are enrolled as active members of the California Development Association, and are co-operating in the statewide program of industrial and agricultural development. This is in addition to the individual and firm membership of the California Development Association.

The following is the personnel of group membership with the numerical strength of their respective organizations:

- Bakersfield Civic Commercial Association, Bakersfield.** 600 members.
President, H. I. Tupman.
Secretary, L. D. Blodgett.
- Chico Chamber of Commerce, Chico.** 400 members.
President, A. G. Eames.
Secretary, Theodore Grady, Jr.
- Eureka Chamber of Commerce, Eureka.** 873 members.
President, T. W. Hine.
Secretary, W. L. Miller.
- Fresno County Chamber of Commerce, Fresno.** 1800 members.
President, C. T. Cearley.
Manager, H. E. Patterson.
Secretary, Guy E. Leonard.
- Los Angeles Chamber of Commerce, Los Angeles.** 9100 members.
President, W. T. Bishop.
Secretary, Frank Wiggins.
- Manteca Chamber of Commerce, Manteca.** 342 members.
President, C. W. Forbes.
Secretary, W. E. Speares.
- Modesto Chamber of Commerce, Modesto.**
President, R. B. MacBride.
Secretary, John Dillon.
- Oakland Chamber of Commerce, Oakland.** 3000 members.
President, Harrison S. Robinson.
Secretary, Roscoe D. Wyatt.
- Pomona Chamber of Commerce, Pomona.** 570 members.
President, B. L. Cooper.
Secretary, J. M. Paige.
- Redwood City Chamber of Commerce, Redwood City.** 286 members.
President, Frank K. Towne.
Secretary, R. H. K. Smith.
- Sacramento Chamber of Commerce, Sacramento.** 1780 members.
President, Mitchell W. Nathan.
Sec.-Manager, A. S. Dudley.
- San Benito County Chamber of Commerce, Hollister.** 300 members.
President, B. W. Barrett.
Secretary, R. L. Townsend.
- Sanger Chamber of Commerce, Sanger.** 150 members.
President, H. L. Suderman.
Secretary, Guy Johnson.
- San Francisco Chamber of Commerce, San Francisco.** 7800 members.
President, Wallace M. Alexander.
Vice-Pres. and Mgr., Robert Newton Lynch.
Ex. Secretary, C. A. Simmons.
- Chamber of Commerce, San Jose.** 1652 members.
President, Charles F. Crothers.
Mgr.-Secretary, W. C. Bailey.
- Chamber of Commerce, San Rafael.** 114 members.
President, R. Dufficy.
Secretary, Wm. S. Nock.
- Santa Rosa Chamber of Commerce, Santa Rosa.** 550 members.
President, Frank P. Doyle.
Secretary, James G. Stafford.
- Stratford Commercial Club, Stratford.** 101 members.
President, Robert Bradley.
Secretary, A. B. Belknap.
- Chamber of Commerce, Turlock.** 215 members.
President, R. F. Wells.
Secretary, L. E. Muller.
- Associated Chambers of Commerce of Siskiyou County, Sisson.**
President, O. G. Steel, Yreka.
Secretary, Orbell Apperson, Sisson.
- Modoc County Development Board, Alturas.** 108 members.
President, J. W. Cummings.
Secretary, O. D. Morgan.
- Northern California Counties Association, Redding.** 5 counties.
President, Dudley V. Saeltzler.
Secretary, Lewis Carrigan.
- Lassen County Chamber of Commerce, Susanville, Lassen Co.** 750 members.
President, C. E. Emerson.
Secretary, R. L. Kimmel.
- Other group memberships of the California Development Association:
- Antioch Chamber of Commerce.**
- Calistoga District Chamber of Commerce.**
- Colfax Chamber of Commerce.**
- Hughson Board of Trade.**
- Irvington Chamber of Commerce.**
- Los Gatos Chamber of Commerce.**
- Napa Chamber of Commerce.**
- Sacramento Valley Development Association.**
- Shasta County Promotion and Development Association.**
- Stockton Chamber of Commerce.**
- St. Helena Chamber of Commerce.**
- Tuolumne County Chamber of Commerce.**
- Williams Chamber of Commerce.**
- San Luis Obispo Chamber of Commerce.**
- California Vegetable Union.**
- California Olive Association, Los Angeles.** 16 members.
President, Frank Simonds.
Secretary, J. J. Hoey.
- California Pine Box Distributors, San Francisco.** 21 members.
President, O. C. Haslett.
Secretary, Mr. Templeman.
- California Metal Trades Association, San Francisco.** 130 members.
President, Walter W. Johnson.
Secretary, Fred C. Metcalf.
- California White and Sugar Pine Mfrs. Association, San Francisco.** 48 members.
President, T. H. Lambert.
Secretary, C. Stowell Smith.
- Canners' League of California, San Francisco.** 50 members.
President, Elmer E. Chase.
Secretary, Preston McKinney.
- Sheet Metal Contractors' Association, San Francisco.** 50 members.
President, Geo. A. Wieland.
Secretary, Edmund Grundy.
- Sun Maid Raisin Growers.** 14,000 members.
President, Wylie M. Giffen, Fresno.
Secretary, Ralph P. Merritt, Fresno.
- California Dairy Council, San Francisco.** 10,000 members.
President, D. M. Dorman.
Secretary, Sam H. Greene.
- Salt Producers' Exchange, San Francisco.** 6 members.
President, V. S. Hardy.
Secretary, R. deH. VerMeh.

Manufacturing Follows Agriculture

By the Editor

TO THE great wealth of California's products of the soil must be added her almost infinite number of manufactured products, which total several billion dollars yearly in value.

Manufacturers in New England and other Atlantic Coast states once held fast to the opinion that manufacturing on a production basis could not thrive in the agricultural sections of the Middle West. Their idea that automatic metal working machinery and other highly specialized means of factory production, together with highly skilled mechanics and engineers, were inseparable characteristics of the Atlantic. It was not to be expected that purely agricultural sections could produce the highly refined articles manufactured in New England communities, where high grade mechanics had inherited and followed for generations the mechanical trades. Today the Middle West is duplicating practically everything that was once manufactured exclusively on the Eastern seaboard.

There are sound economic reasons why manufacturing follows in the wake of agricultural development. Originally the products of California shops and foundries consisted generally of equipment and repairs for the mining industry, pumping equipment and other necessities, which were difficult to obtain from the Eastern centers of manufacture. Due to their isolation, engineers looked to California shops to supply them with a large proportion of their mechanical requirements. These included stamp and ball mills, hydraulic giants, pumps, railroad and steamship equipment, and a long list of articles too numerous to mention. Even large motors were built in the early days of California, rather than wait for delayed shipments from the East. However, the early methods of Western manufacture were not based upon comparative manufacturing costs, but rather to the necessity of the moment.

The resourcefulness and ingenuity of the Western mechanic has been little short of marvelous to the more conservative Eastern mechanical engineer. The ingenuity of the former is the natural result of the Western pioneering spirit and has only proven the truth of the adage that "Necessity is the mother of invention." The California manu-

facturer has long since accepted the inevitable conclusion that manufacturing can only flourish on a basis of exactly meeting the keen competition of the East or Middle West. Practically the only margin in his favor is the freight rate differential and this is often times partially offset by the transportation charges on certain raw materials which are still secured from the East.

Not including manufactured food products, the increase in volume of California's amazingly long list of manufactured products seems to be limited only to her markets. And the requirements within her own borders as well as adjacent states are no longer the only selling fields which are absorbing California manufactures. Eastern centers are buying California made manufactures as never before and the State's exports to South America, Hawaii and the Orient form a considerable part of the cargoes of ocean-going steamships. As an example of the wide distribution of the State's products, it may be startling to many to learn that automobile parts, such as carburetors, engine pistons and other specially designed articles are shipped to many parts of the East. One California manufacturer of pistons is shipping regularly carload lots to such states as Wisconsin, Illinois and Michigan. One of America's largest manufacturers of tractors has standardized on a California made carburetor.

A "one crop state" can never be applied to California from an agricultural standpoint and neither is it to be applied to her industrial and manufacturing accomplishments. The almost infinite number of manufactured articles made in the State is the wonder of anyone undertaking an industrial survey of California. Some of the more important manufacturing establishments occupy a foremost position in the world of engineering, but the great number of smaller manufacturing units are not commonly known. The larger industrial plants are well known for their production of hydraulic and quartz mining equipment, farm appliances and agricultural machinery, including harvesters and tractors, logging engines and equipment, railroad cars and locomotives, steamship machinery, including marine engines, boilers and ship auxiliary machinery and rolling mill products.



Aero view of large Oakland grey iron, converter and electric steel plant. (Photo, courtesy Western Machinery World)

To the list of large manufacturing establishments must be added the great number of smaller plants engaged in making such products as automobiles, trucks, trailers, motor parts and accessories; fruit and vegetable packing supplies and equipment, including fruit handling apparatus, olive oil presses, sugar mill machinery, electrical appliances, machine tools, printing presses and other printing machinery, oil well tools and supplies, including pumps and engines; oil refinery equipment, tanks and other heavy plate shop products, oil burning equipment, machinery for refrigeration, briquetting, concrete mixing, conveying, quarrying, etc.

In summarizing the above manufactured products particular attention has been given the products of metal working plants because only a few

the State and the more specialized food factories are also numbered as important plants in many of the State's industrial districts.



The Hetch-Hetchy dam site before present operations were started. (Photo, courtesy of Pelton Water Wheel Co.)

years ago it was generally accepted that California could never meet Eastern competition in this class of manufactured products. In addition to the products of metal working plants must be included manufactured wooden products, including furniture, paper and paper products, paints, glass, cement and other building materials; rubber goods including automobile tires and mechanical rubber goods; boots, shoes and other articles of clothing. It is interesting to note that in the item of cement California leads every state in the Union in the number of large cement plants. Although exceeded by two other states in cement tonnage produced, there are fourteen cement plants in California. This is an index as to the importance of building operations and engineering construction in California. Cement is looked upon as a distinctly California product. Reinforced concrete is a comparative recent material to be used universally by structural engineers and it found its earliest widespread use in California. Western railroads demonstrated the general usefulness and efficiency of reinforced concrete in right-of-way structures and viaducts long before the more conservative engineers of Eastern roads commenced testing and using this material. Today concrete has been adopted as standard construction material on many of the important rail lines of the East.

The manufacture of food products is of extreme importance and forms a tremendous California industry in itself. Fish, fruit and vegetable canneries are to be found the length and breadth of



An Alameda plant, conspicuous for its high grade equipment. (Photo, courtesy of Journal of Electricity)

Climate has been heralded as one of California's greatest assets and to many Easterners this may seem to be a somewhat exaggerated idea, but careful analysis of the conditions which make California manufacturing possible in the face of direct Eastern competition shows that climate is an extremely important factor in the success of the State's industries.

A short time ago a California shipbuilder secured a contract for the construction of a large steel vessel and it was noted that his estimate for labor costs was nearly 25 per cent under those of Eastern shipyards. With a daily wage schedule which exceeded Eastern scales, the California shipbuilder showed that moderate climate was an important element in low production costs and the increased efficiency of his workers.

California's equitable temperatures and stimulating atmospheric conditions go a long way in securing high efficiency amongst her industries.



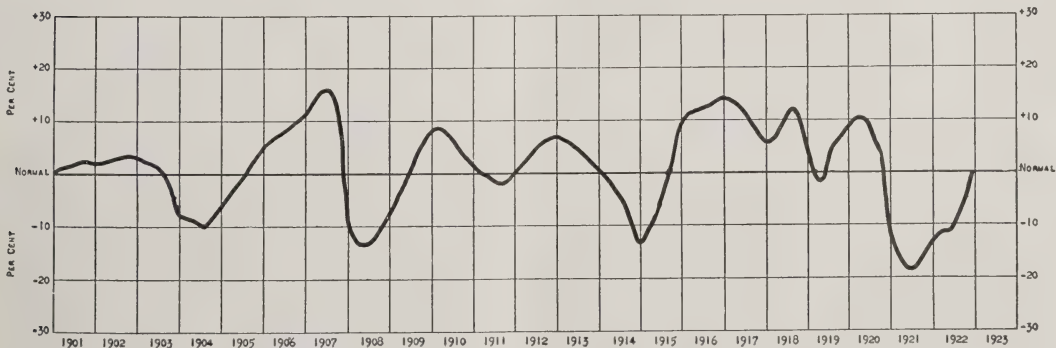
Shop view at the Holt Manufacturing Company, where tractors are produced for a wide market. (Photo, courtesy of Journal of Electricity)

California Business Continues Good



The Douglas map, which is reproduced herewith from *The Nation's Business* for February, 1923, indicates that California is the only State in the country entirely governed by good crops, industrial activity, and "high-pressure" buying markets. This map shows only actual conditions.

Did Your Business Follow This "Curve"?



MR. ARTHUR WALL DOUGLAS in *The Nation's Business* for February has prepared this graphic chart as a composite index of production and physical movement of manufactured products and certain raw materials other than foodstuffs. In a sense, it's a sort of a one-line history of American business for the past twenty-two years. It is interesting to note that the nation-wide depression that began late in 1920, and came to its low mark in the middle of 1921, was the lowest in the entire period; lower than those of 1903-04 and 1907-08.

The twelfth district of the Federal Reserve Bank did not suffer seriously from the extreme reaction following the World War, and for this reason a graphic chart, plotting California's business trends of the 1920-21 period, would show a much healthier "curve."

California is unique in the fact that her wealth is produced almost directly from nature's resources, and consequently requires less invested capital than is the case in communities where fabricating specialized articles are the important industries.

Trade Associations and Price Fixing

By Arthur J. Dannenbaum

THE question of trade associations and what they may or may not do is such a broad and inexhaustible subject that in the following article I will merely point out in a general way some of the legal aspects of trade combinations and associations.

The law recognizes the economic truth that co-operation of individuals is essential to the well-being and progress of society generally. Associations are so common an element, not only to commerce but in all affairs of life, that it would be rather perilous to assert that they impair competition. There is scarcely an occupation in life, scarcely a branch of trade, from the very largest to the smallest, that does not combine in some way in an association. Their purpose of association is to do what individual exertion may not accomplish. A legal combination or association is simply co-operation of two or more persons to do that which is contrary to neither law nor public policy. It is not conceivable that a combination

of two or more persons can be of itself illegal unless it amounts to a civil or criminal conspiracy. The law does not discourage combinations; it provides for partnerships and corporations and permits, and often directly, authorizes consolidation of partnerships and consolidation of corporations. Every partnership and every corporation is nothing more or less than a combination of individuals co-operating together towards a given end, and trade associations are nothing more or less than a combination of individuals, partnerships, and corporations consolidated to accomplish collectively what the constituent members cannot accomplish so well separately—to use the strength of the combination or association to reduce the cost of producing and marketing products. Of course, in the commercial world partnerships and corporations and trade combinations of the same are not organized for philanthropic, benevolent or social purposes; they are organized for profit and they are organized because the constituent members believe that by co-operation they can make an increased profit; first, by selling the same amount of goods at a greater margin between cost and selling prices, or, second, by selling a greater amount of goods at the same margin of profit, or both.

The magnitude of the combination or association has a direct bearing upon the power, but not upon the character of the combination.

The legality of the combination or association is not determined by the extent of its power or influence; its legality is determined solely by the purposes to which the combination or association

proposes to devote its power and influence to. The law lends its sanction to an almost infinite variety of combinations and consolidations, the objects of which are to control products, prices, and competition.

The test of validity is found in the objects and purposes of the combination; not in the number or strength of those co-operating.

Before an association or combination can be pronounced illegal, it must affirmatively appear that it was formed for the express purpose of doing, either as a means or as an end, that which is unlawful or oppressive.

In determining what is unlawful, it must be determined as a matter of law whether the objects of the combination or association are opposed to the spirit or letter of any statutory provision or any well-settled rule of common law, or contemplates such fraud or oppression toward others as renders them contrary to some well-defined rule of public policy. But the gist of the whole question of legality or illegality of any particular combination or as-

sociation comes down to the question—What is the oppressive object? The question whether or not a given object of a particular combination is or is not oppressive is a question of fact to be determined entirely from the evidence. In determining this question of fact, it must be ascertained what the object is, for a combination or association cannot be pronounced illegal unless its object is clearly and definitely ascertained. Secondly, after ascertaining what the object is, what the combination or association intends to do, what it was organized for the purpose of doing, it is then necessary to ascertain as a matter of fact from the evidence, who the parties are that the combination intends to oppress or injure. Unless the parties to be injured can be ascertained quite definitely, it would seem manifestly unjust to pronounce the association illegal. Even when the parties have been ascertained who may have been injured, the further question remains whether the injury to these individuals immediately affected is of such character as to render the object of the combination contrary to public policy. And what is contrary to public policy is a very difficult thing to ascertain and determine. As one of the leading cases on the subject says:

"The stream of modern legislation runs strongly in favor of allowing great combinations of persons interested in trade, and intended to govern and regulate the proceedings of large bodies of men, and this must necessarily interfere with what

(Continued on Page 20)

The great co-operating and distributing associations of California are the wonder of the financial world, and it seems hardly possible that any individual should challenge such associations as contrary to public policy. It is evident that associations do what individual efforts are unable to accomplish, and their need and usefulness are founded on a fundamental economic basis.

We are all agreed that destructive competition is not "the life of trade," but on the contrary leads to injury, and if persisted in results in destruction to sound business. The article published on this page is presented by an able attorney, who has made an exhaustive study of trade associations and their effect in stabilizing important industries.—The Editor.

A Business Survey of the State

THE California Journal of Development recently sent questionnaires to several industrial leaders of the State with the request for a personal expression as to unfilled orders and an estimate of 1923 business prospects.

The following extracts from some of the letters are conclusive indications that the year will show a very satisfactory "curve" of business prosperity.

A. Warenskjold, President Atlas-Imperial Engine Company, Oakland, Manufacturers of Marine and Stationary Diesel Engines—"Business at the present time is exceedingly good and we have approximately \$300,000 worth of unfilled orders, which is a greater amount of business on hand than we have ever had in the history of our institution. We are receiving orders for our engines from every corner of the globe, including Chile, New York, Great Lakes, Milwaukee, Honolulu, West Indies, and the Belgian Congo in Africa. Our plant has been running double shift for several months, but find the orders coming in faster than we are able to take care of them. We find it necessary to double the capacity of our plant, and to that end we have ordered a great amount of new machinery so as to be able to take care of the trade offered us."

Frank B. Drake, President Johnson Gear Company, Berkeley, Manufacturers of Transmission Gears, etc.—"We have on hand orders and deliveries for the manufacture of gear units, which will keep our plant occupied for the balance of 1923."

Herbert M. Lee, Treasurer The Pelton Water Wheel Company, San Francisco, Hydraulic Engineers—"The more important work now in process of completion in our factory includes four 25,000 horsepower impulse turbines for the Moccasin Creek power house of the Hetch-Hetchy Project; a 16,000 horsepower impulse turbine for the San Francisquito No. 1 power house on Los Angeles aqueduct; a 6300 horsepower reaction turbine for a paper mill in British Columbia, as well as a 35,000 horsepower reaction turbine for the Portland Railway Light & Power Company, which latter, by the way, will be the highest head reaction turbine in the world. Whether we view the present situation from a local, national or international standpoint, two of the most urgent needs are power and conservation of fuel. We, therefore, feel confident that hydro-electric development and the demand for hydro-electric equipment will continue at an increasing rate throughout the world. California in particular leads, and will continue to do so, in the use of electric energy per capita, and her rapid increase of population will call for continued development of her water power resources."

Charles O. Smith, General Manager Smith Manufacturing Company, San Jose, Manufacturers of Canning and Dried Fruit Machinery—"The year 1923 is opening with very big prospects and we anticipate a good season. This is our quiet season of the year, and canning orders are not placed to any great extent until after March 1."

A. C. Denman, Jr., President and General Manager Southern California Iron & Steel Co., Los Angeles, Rolling Mills, Bolt, Nut and Rivet Works—"As to unfilled orders and contracts on our books and an estimate of this year's business and prospects, we have several hundred tons more on our books the beginning of this year than we had last, and the prospects for the entire year in the steel and iron business is extremely bright. Inquiries and orders are coming in fully 100 per cent better than they were this time last year, and as the steel business is quite a barometer, feel safe in saying that in this vicinity business in general is good."

O. H. Fisher, President Union Gas Engine Company, Oakland, Manufacturers of Marine and Stationary Diesel Engines—"In the internal combustion engine business the prospects are brighter than they have ever been in our history and the history of the internal combustion engine business. We can speak with some authority on this matter, inasmuch as we built the first commercially successful gasoline engine in the world, some thirty-eight years ago, and have been engaged continuously in the manufacture of gasoline and oil engines since that time. The large number of gas engines installed in the work-boats of the Pacific Coast will be rapidly replaced by Diesel engines, because of the low operating cost of the latter, enabling owners to pay for the new equipment out of the savings effected in fuel cost in a very brief period, which sometimes does not extend over a period of a year or two. California-built Diesel engines are maintaining the lead along this line, just as California-built gas engines did for over a generation."

A NEW INDUSTRIAL ERA

The Columbia Steel Corporation, newly incorporated for \$10,000,000, has placed contracts with the Union Construction Company for the erection at Pittsburg of a group of steel plant buildings.

The new steel corporation, formed by a group of important business interests of San Francisco and Utah, will create with Utah iron and coal and Pacific Coast plants a steel industry which will mark the dawn of a new era in the industrial life of California and the West.

The company is headed by Wigginton E. Creed, and includes in the directorate Herbert Fleishacker, John S. Drum, W. W. Crocker, Wallace M. Alexander, Joseph Sloss, J. D. Grant, D. H. Botchford, Albert E. Boynton, C. G. Dall, S. F. B. Morse and E. F. Burrell of San Francisco.

The company plans to spend \$6,500,000 immediately for the erection of a blast furnace and by-product coke ovens in Utah, plant extensions at Pittsburg, California, the development of iron and coal properties and railroad extensions. Estimated annual capacity of the corporation will be 180,000 tons of coke, 135,000 tons of pig iron, 6,000 tons of steel and 100,000 tons of steel products.



EDITORIAL



CALIFORNIA DEVELOPMENT as an outgrowth of the Monthly Bulletin published since 1910 has served a very useful purpose in recording the agricultural and industrial unfoldments of the State and its accuracy and completeness have commanded high respect among its readers.

The *California Journal of Development* with its change of form to an illustrated magazine will continue the good work. The publication will be still broader and a more vital instrument in augmenting the statewide program of its publishers. The California Development Association bespeaks for the new journal the same unstinted co-operation which is making effective all its activities in the development and progress of the Golden State.

MERRITT ACCEPTS IMPORTANT POST

RALPH P. MERRITT, who is a director of the California Development Association, has been chosen as secretary and general manager for the Sun Maid Raisin Growers of California.

Wide experience and unusual capacity fit Mr. Merritt for this extremely important post, and with its membership of 14,000 the Sun Maid Raisin Growers have selected an executive who may be depended upon to carry into dynamic action the constructive policies which it desires.

THE COMMUNITY CHEST IDEA

SPLENDID work on the part of public-spirited men and women of San Francisco filled the Community Chest with over \$2,000,000 from 107,000 donors during a period of ten days.

The Community Chest idea will appeal to many California cities as an intelligent method of extending a ready hand of aid to the needy and unfortunate. The idea of the Community Chest is based upon a lofty spirit of human fellowship without prejudice as to religion or race.

THE NEW YORK TRAVEL SHOW

FOLLOWING up national publicity campaigns, California is now preparing to carry its exploitation efforts directly to the millions of prospects in the New York metropolitan area.

Arrangements have been completed whereby the Second Annual Travel Show has awarded to the California Development Association exclusive charge of the Golden State's participation in the big show to be held in April in the Grand Central Palace. The exposition is under the direction of the Travel Club of America.

A large area in one of the most advantageous sections of the "See America First" division has been reserved for this State's display. The Development Association is now preparing to extend a state-wide invitation to civic and commercial organizations to join in the display of California's agricultural, industrial, commercial, and scenic resources.

The California Development Association was chosen to sponsor the Golden State's display because of its statewide character and experience. A part of the plan will be to establish at the exposition an information bureau, where literature describing every phase of California's advantages will be distributed and where questions regarding the State will be answered.

MEMBERSHIP CAMPAIGNS

NUMERICALLY strong and active civic organizations bring decisive action on problems of their respective communities. Better educational facilities, economic and social problems and similar matters are often solved as the direct result of active civic organizations.

The California Development Association, as one of its many activities, is performing a far-reaching service in its membership and financial campaigns, which are conducted for affiliated chambers of commerce.

The Santa Cruz Chamber of Commerce is next on the program for an intensive membership drive to be undertaken by the California Development Association.

COMING EVENTS

Seventh Annual Pacific Automobile Show—Auditorium, San Francisco, February 17-24.

California State Retail Association Convention—San Francisco, February 19-21.

Stockmen's Convention—Davis, February 19-24.

International Association of Specialty Salesmen Convention—Oakland, February 20-24.

Cloverdale Citrus Fair—Cloverdale, February 22.

Automobile Race, 250 Mile, Purse \$25,000—Los Angeles Speedway, Los Angeles, February 25.

California Association of Commercial Secretaries Convention—Santa Cruz, February 26, 27, 28.

California Automobile Trade Association, Northern Division Meeting—Oakland, February 26, 27.

Soil Convention—El Centro, March 6, 7, 8.

Dinuba Commercial Show—Dinuba, March 10-17.

Saratoga Blossom Festival—Saratoga, March 22-25.

Wild Flower Show—Palace Hotel, San Francisco, April 13, 14.

Twenty-seventh Annual Tennis Tournament—Ojai, California, April 19-23.

Music Week—Berkeley, April 23-30.

Spring Blossom and Wild Flower Show—San Francisco, April 26-28.

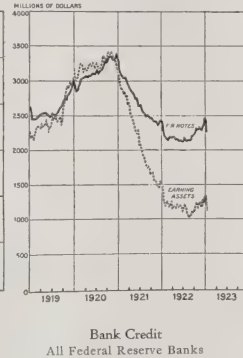
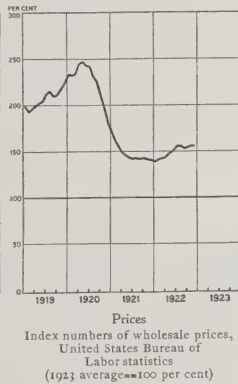
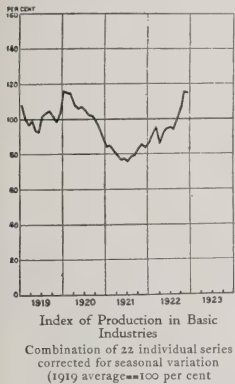
Raisin Day—Fresno, April 30.

California Development Association's Travel Show—Annual Exposition, Grand Central Palace, New York, April 9-14.

FIGURES

BANK CLEARINGS AND BUILDING PERMITS FOR MONTH OF JANUARY, 1923

| | Bank Clearings | | Building Permits | |
|----------------------|----------------|---------------|------------------|-------------|
| | 1923 | 1922 | 1923 | 1922 |
| San Francisco | \$703,061,000 | \$581,517,000 | \$ 3,205,811 | \$5,528,978 |
| Los Angeles | 545,134,000 | 410,191,000 | 11,258,517 | 7,975,168 |
| Oakland | 68,660,722 | 54,595,826 | 1,781,870 | 459,479 |
| San Diego | 51,200,854 | 12,257,571 | 532,150 | 769,645 |
| Long Beach | 33,464,743 | 17,055,221 | 1,383,026 | 759,218 |
| Sacramento | 28,353,380 | 24,055,221 | 451,554 | 1,897,982 |
| Pasadena | 24,094,402 | 15,818,891 | 772,483 | 347,745 |
| Fresno | 19,409,030 | 16,779,484 | 1,192,187 | 367,509 |
| San Jose | 11,795,116 | 9,212,679 | 225,195 | 75,365 |
| Stockton | 10,902,500 | 9,287,200 | 183,620 | 72,995 |
| San Bernardino | 7,601,830 | 4,634,392 | 226,225 | 145,350 |
| Bakersfield | 5,169,615 | 4,815,883 | 111,080 | 93,635 |
| Modesto | 3,153,045 | 3,065,771 | 73,460 | 58,650 |



CALIFORNIA PACK STATISTICS FOR 1922

Four Years' Comparison

FRUIT

Number of cases of all grades and sizes

| | 1922 | 1921 | 1920 | 1919 |
|---------------------|------------|-----------|------------|------------|
| Apples | 3,749 | 98,500 | 9,041 | 134,245 |
| Apricots | 3,569,918 | 1,150,514 | 2,312,020 | 4,395,204 |
| Blackberries | 135,289 | 85,542 | 161,359 | 114,349 |
| Cherries | 557,591 | 222,772 | 647,977 | 460,614 |
| Grapes | 69,760 | 91,886 | 114,886 | 104,446 |
| Loganberries | 17,675 | 6,198 | 14,267 | 11,708 |
| Pears | 1,712,773 | 872,396 | 1,184,288 | 1,071,687 |
| Free Peaches | 1,314,597 | 1,633,418 | 1,547,687 | 1,962,700 |
| Cling Peaches | 7,844,912 | 4,162,849 | 5,205,511 | 5,096,249 |
| Plums | 182,270 | 141,348 | 164,740 | 280,261 |
| Raspberries | 3,182 | 1,200 | | 233 |
| Strawberries | 4,412 | 437 | 5,525 | 22,123 |
| Other Fruits | 61,737 | 44,791 | 15,562 | 42,584 |
| Total | 15,477,865 | 8,511,851 | 11,382,863 | 13,696,403 |

VEGETABLES

Number of cases of all grades and sizes

| | 1922 | 1921 | 1920 | 1919 |
|------------------------|------------|------------|------------|------------|
| Asparagus | 1,239,839 | 887,030 | 1,024,813 | 1,031,209 |
| Beans, String | 150,988 | 97,815 | 99,269 | 154,278 |
| Peas | 473,260 | 86,074 | 366,679 | 191,564 |
| Spinach | 1,180,525 | 434,068 | 685,228 | 476,866 |
| Tomatoes | 1,925,389 | 357,092 | 1,858,822 | 3,809,979 |
| Tomato Products | 1,498,617 | 495,101 | 833,019 | 885,906 |
| Other Vegetables | 444,753 | 258,767 | 382,116 | 501,657 |
| Total | 6,913,371 | 2,615,947 | 5,249,946 | 7,051,519 |
| Grand Total | 22,391,236 | 11,127,798 | 16,632,809 | 20,747,922 |

Production of canned fruits and vegetables during 1922 in California was larger than in the previous record year, 1919, and practically double 1921.

Hydroelectric Development

Increases in population and enlarged industrial activities demand more power and with rivers fed from her melting snows, California will undoubtedly continue to lead in the use of electrical energy per capita.

The hydroelectric developments which are now under way and planned for immediate construction present an almost astounding total of horsepower capacity. The following is a record of the major hydro-electric installations completed in California during the past four years in the chronological order shown.

| Name of Company | Power House Location | Capac. Kw. |
|----------------------|----------------------|------------|
| 1919 | | |
| S. Joaquin L & P Cor | Crane Valley | 1,000 |
| S. Joaquin L & P Cor | Plant No 1A | 425 |
| Nev.-Cal. Power Co. | Bish. Ck. No 5 | 1,850 |
| Ontario Power Co. | Ontario No 2 | 500 |
| 1920 | | |
| Pac. Gas & Elec. Co. | Spauld'g No 2 | 1,000 |
| S. Joaquin L & P Cor | Kereckhoff | 42,600 |
| City of Los Angeles | Haiwee | 1,050 |
| 1921 | | |
| Pac. Gas & Elec. Co. | Spring Gap | 7,850 |
| So. Cal. Edison Co. | Big Ck. No 2 | 17,500 |
| So. Cal. Edison Co. | Kern R. No 3 | 35,000 |
| City of Los Angeles | Franklin Can. | 2,500 |
| So. Cal. Edison Co. | Big Ck. No 8 | 25,000 |
| Gt. West. Power Co. | Caribou | 45,000 |
| Pac. Gas & Elec. Co. | Hat Ck. No 1 | 12,500 |
| Pac. Gas & Elec. Co. | Hat Ck. No 2 | 12,500 |
| So. Sierras Pow. Co. | Adams Aux. | 3,000 |
| S. Joaquin L & P Cor | Kern Canyon | 9,000 |
| 1922 | | |
| Pac. Gas & Elec. Co. | Pit No 1 | 70,000 |
| Pac. Gas & Elec. Co. | Drum | 12,500 |
| Cal. Oregon Pow. Co. | Copco | 12,500 |
| City of Los Angeles | San Fernando | 7,000 |
| City of Los Angeles | San Francisco | 12,000 |

MORE HOMES NEEDED

It is estimated that \$7,000,000,000 will be spent in new building construction in the United States during 1923. According to the California Real Estate Association, between \$375,000,000 and \$400,000,000 of this immense sum will be expended in new California buildings and homes this year. In 1922 California cities expended about \$300,000,000 in new construction.

INCREASED REALTY VALUES

According to the State Board of Equalization city real estate throughout California increased \$77,586,709 during 1922. The total value of property within the limits of incorporated cities was \$1,268,645,029 as compared with \$1,191,058,320 in 1921. Improvements on municipal property amounted to \$829,000,000 during the year. Rural property has a total value of \$1,085,462,895.



Los Angeles and Vicinity



That Los Angeles harbor is rapidly becoming one of the great oil exporting centers of the world was emphasized again when the Petroleum Export Corporation made application to the Harbor Commission for a lease covering approximately one thousand feet of frontage along the east side of the main channel in the Terminal Island district, where the company proposes to establish wharves and a big loading station.

The commission expressed itself as favoring the application.

Other companies having leases at the harbor and which propose to expend several million dollars in improvements are the Ventura Company, the Associated Company, the Pan-American Company and the Shell Oil Company.

The establishment of a great wool market in Los Angeles is the first step toward locating here worsted and woolen factories such as cluster around the wool centers on the Atlantic Coast.

On the strength of the fact, L. J. Coburn, one of the large woolen manufacturers of Philadelphia, is considering the possibility of establishing a factory here.

Los Angeles—The Union Pacific Railroad have requested bids for the construction of a group of railroad shop buildings to be located at Camfield avenue and Telegraph road. Plans call for a power house, oil house, store house, car repair shop, blacksmith shop, boiler shop and a fifty-stall round house.

Los Angeles—The Broadway Department Store will build an eleven story building on Fourth street adjoining their present building and will add one or more stories to the present building and will install escalators.

Los Angeles—E. P. Clark, proprietor of the Clark Hotel, has ordered preliminary plans for a twelve-story Class A hotel building to be erected on property adjoining Hotel Clark.

Hollywood—General bids have been asked for the erection of a five story hospital building for the Hollywood Hospital Association to cost \$300,000.

Los Angeles—The Llewellyn Iron Works will furnish structural steel for the \$900,000 addition to the J. W. Robinson department store.

Glendale—New high school buildings will soon be erected at Broadway and Verdugo road at a cost of \$550,000.

Needles—The Santa Fe Railway Company has awarded a contract of \$200,000 for the construction of a re-inforced concrete ice plant at Needles.

Palms—The Brodex Company, manufacturers of preservative for fresh fruits, will erect its main plant at Palms, near Culver City. The company is capitalized for \$1,000,000.

San Pedro—On March 1, the Los Angeles Dry-dock and Steamship Company will commence active operation of their new lumber mill. When completed the mill will have a daily capacity of 1,000,000 feet. In conjunction will be a box factory. Fred L. Baker is president of the enterprise.

San Pedro—Motor Ship Service Corporation will erect a terminal at San Pedro to cost \$750,000. The company is engaged in intercoastal transportation of fruit under refrigeration and will install special refrigeration machinery at their San Pedro terminal. Maurice Selig of San Francisco is president of the company.

Los Angeles—The Los Angeles Brush Company has contracted with the Moran Company for a factory building to cost \$30,000.

Los Angeles has three Trust Companies holding front rank among such institutions of the country. Two of the Los Angeles companies have gross deposits exceeding \$100,000,000.



The Boulder Canyon dam site, where a 550-foot monument of concrete will impound 25,000,000 acre-feet of water. From this source Imperial Valley's irrigated land will be increased double its present area.



San Diego

from the Pacific to the
Colorado



IMPERIAL SHIPS OVER TENTH OF CARLOT FRUITS

Apropos the report given at the Fifty-fifth State Fruit Growers' Convention that a total of 175,000 cars of perishable fruits and vegetables was shipped out of California during the season 1921-22, Commissioner F. W. Waite of El Centro has furnished the department with a detailed list of principal shipments forwarded from Imperial during the year:

| | Cars |
|-------------------|--------|
| Tomatoes | 377 |
| Lettuce | 4,742 |
| Grapefruit | 33 |
| Cantaloupes | 12,198 |
| Watermelons | 1,892 |
| Pears | 14 |
| Grapes | 225 |
| Total | 19,481 |

From these figures it will be noted that the Imperial Valley is credited with about 11 per cent of all the carlot perishables moving from the State.

The Imperial Valley pea crop for 1923 is expected to total 175 cars. The coming lettuce crop is estimated at 6600 cars. Last year 4742 were shipped. The spinach crop is expected to increase from five to fifty cars.

ESCONDIDO

Escondido is the largest and most prosperous town in Northern San Diego County. It is located in the center of the Escondido Valley, a fertile expanse containing about fifteen thousand acres nearly all of which is tillable. The valley is almost entirely surrounded by hills, which hem it in on all sides and add picturesqueness and contrast to the scenery. The name Escondido indicates this characteristic, for it is nothing more than the Spanish word for "hidden."

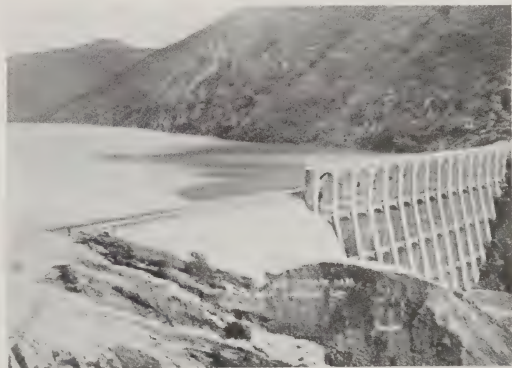
The town and valley of Escondido lies some seven hundred feet above the level of the sea, from which it is about fourteen miles distant, by direct line. San Diego is thirty-four miles distant by paved boulevard, while Los Angeles lies 110 miles to the north by Oceanside, Capistrano and the "Coast Route" or 156 miles if one travels "inland" by Riverside.

The valley is served by a branch line of the Santa Fe, which has Escondido as its terminus.

Climatically, Escondido is ideally situated and enjoys to a great extent the extremely even temperature, throughout the whole year, which has made San Diego famous. The summers are warm, but there are few very hot days, and this heat is

never oppressive. Then, too, its nearness to the ocean insures it of having almost always a cooling breeze. And more important, the summer nights are always cool. The winter season, though the rainy one, is comparatively dry, having many more bright than cloudy days, and fog is a most infrequent visitor. Official weather records show a mean temperature of 45 degrees over the three winter months and 76 degrees over the three summer months. They also disclose that on an average there are only three days during the summer when the thermometer reaches 100 degrees and six during the winter when it drops to thirty.

Not far to the south and east of Escondido is the recently erected Lake Hodges Dam, which was financed by the Santa Fe Railroad Company. The water impounded by this 130-foot dam is sufficient to irrigate 20,000 acres. The land thrown open to cultivation by the Santa Fe Company is practically frostless and will be planted to winter crops of peas, tomatoes, beans, etc., for shipment to Eastern markets.



A rich irrigated area is served by Lake Hodges

History

Far back in 1843, before the discovery of gold, most of the land which now comprises Escondido Valley was granted by the Mexican Government to a Mexican of high caste—Juan Baptiste Alvarado. This grant was called the Rancho Rincon del Diablo, "The Corner Ranch of the Devil," and comprised 12,653 acres. Later, this grant was confirmed to the heirs of Alvarado by the courts of the United States. The valley was then a vast oak-dotted prairie, on which cattle roamed, unimpeded by fences or improvements. In fact, land was so plentiful and the income from it so small that the interests of all the Alvarado heirs were finally bought in for the sum of \$8000, or about 65 cents an acre.



San Francisco

and the Bay District



SAN FRANCISCO CLIMBS TO FIFTH RANK

In its amazing prosperity stride last year, San Francisco overtook both Pittsburgh and Kansas City and today ranks fifth among the commercial cities of the United States.

San Francisco bank clearings in 1922 totaled more than \$7,000,000,000, an increase of 9.7 per cent over 1921.

Pittsburgh, recognized as the leading iron and steel manufacturing city in America, recorded \$6,864,842,764 in bank clearings as compared with \$7,274,000,000 for San Francisco.

Kansas City Passed

Kansas City, one of the leading cities of the Middle West, reported 1922 bank clearings at \$6,811,486,974, nearly \$500,000,000 less than San Francisco.

The financial progress of San Francisco last year is considered remarkable inasmuch as both Pittsburgh and Kansas City have ranked among the five leading commercial cities of the country for years.

Following are the statistics on bank clearings last year:

| | |
|-----------------------|-------------------|
| 1—New York | \$194,331,219,663 |
| 2—Chicago | 28,036,204,344 |
| 3—Philadelphia | 22,490,000,000 |
| 4—Boston | 16,453,000,000 |
| 5—San Francisco | 7,274,000,000 |

A resumé of the mortgage and deed of trust transactions recorded in San Francisco during the year 1922, as compiled by the Security Bank and Trust Company, the following figures are of interest:

First Half

| | |
|---------------------------|--------------|
| 4928 Mortgages | \$42,822,630 |
| 2777 Deeds of Trust..... | 19,694,707 |
| | \$62,517,337 |
| 3441 Releases | \$25,688,053 |
| 1688 Reconveyances | 10,899,972 |
| | 36,588,025 |
| New capital invested..... | \$25,929,312 |

Second Half

| | |
|---------------------------|--------------|
| 4444 Mortgages | \$36,501,938 |
| 3000 Deeds of Trust..... | 16,664,022 |
| | \$53,165,960 |
| 2994 Releases | 22,848,903 |
| 1658 Reconveyances | 9,970,608 |
| | 32,819,511 |
| New capital invested..... | \$20,346,449 |

There were 15,149 mortgages and deeds of trust recorded in San Francisco during the year 1922, representing investments approximating \$116,000,000. These figures, however, are offset by 9781 releases and reconveyances recorded in the city during the same period, at a value of approximately \$70,000,000, leaving a net balance of over \$46,000,000 new capital invested in mortgages and deeds of trust during the year 1922.

Oakland—R. C. Durant, president Durant Motor Company of California with a million-dollar plant, announces that they obtained a production of 2180 Star automobiles during the period from November to January. This represents a retail value of approximately \$1,200,000.

San Francisco—The Australian Dispatch Line represented here by J. J. Moore & Co., will start a new steamship service connecting Pacific Coast and African ports. Sailings start from San Francisco March 15. This will be the first time Pacific Coast and African ports will be connected by a direct steamship line.

Alameda—The ferryboat Golden West, sister ship to the Diesel powered, electrically driven Golden Gate, was launched from the ways of the Robertson Shipyards. The steamer is owned by the Golden Gate Ferry Co. and will be operated in the auto carrying traffic.

San Francisco—Work has started on the \$80,000 factory building of the Los Angeles Soap Company at Second and Brannan streets, in this city.

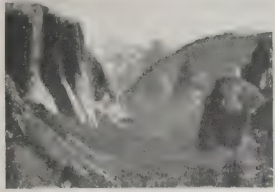
Emeryville—The Westinghouse Electric and Manufacturing Company has awarded a contract of approximately \$170,000 for an insulator factory to be erected here.

San Francisco—The Metal & Thermit Corporation will erect a sheet metal rolling mill plant at South San Francisco to cost \$2,000,000. The new plant, which will adjoin the present holdings of 12 acres, will cover an area of 14 acres.

Oakland—The United Autographic Register Co. of Chicago has selected a site in Oakland at Nineteenth and Union streets and will build a factory for the manufacture of autographic registers and other office supplies. E. J. Barker, president and treasurer of the company, is supervising preliminary construction and organization.

San Jose—There are now forty canneries in Santa Clara County and the payroll of twenty-four of these amounted to \$2,000,000 in 1922. This makes San Jose a candidate for first honors as the greatest canning center in the country.

San Francisco—The land opposite the City Hall on Van Ness avenue will be the site for an opera house, an American Legion clubhouse and an art museum to cost \$2,500,000. These war memorials will be turned over to the University of California.



San Joaquin Valley and Central Coast Counties



BUSINESS LOOKS GOOD IN MODESTO

By R. B. MacBride, President Modesto Chamber of Commerce

DIVERSIFICATION, that is the word that spells Modesto's prosperity; it is the secret of "Sunny Stanislaus'" steady march forward. Not all our "eggs are in one basket," so that when the basket gets bumped there are fewer eggs broken. Over sixty products are grown commercially in Stanislaus County, a number of them exceeding one, two and three millions in value annually—dairy products alone last year touched the 10,000,000 mark.

In their order, the agricultural products which excel are dairy products, alfalfa, cantaloupes, barley, almonds, casabas, table and raisin grapes, peaches, watermelons, livestock, wheat, oats, beans and sweet potatoes, with an approximate annual valuation of \$36,192,193.

Modesto's manufactured products in 1922, totalled over \$9,000,000, mostly food products, butter, canned milk and cream, canned fruits and preserves, besides nearly a score of items of smaller mention. The payroll was \$1,165,000 and the property factory investment, \$3,240,000. Modesto warehouses did a total business of \$14,120,000 in fresh fruits, dried fruits, beans, grain, feed, hay, poultry, nuts, honey, seeds, etc. Warehouse property investment is \$1,375,000 and the payroll last year was slightly in excess of half a million dollars.

Modesto's five banks announce total clearings for the year of \$96,621,874 and the building permits were \$1,135,525, all of which bespeak happiness and prosperity. The completion of the world's highest dam, Don Pedro, with its 275,000 cubic yards of mass concrete, impounding 290,000 acre feet of water, will give this district late summer irrigation which heretofore was impossible, thus adding several million dollars to the ranchers' income.

The prospects for 1923 are bright. We do not

expect a "boom" and prefer not to have it, for by progressive, yet conservative methods and an unbounded confidence and enthusiasm, we are aiming at still further building and development that will greatly exceed all former years of endeavor.

Merced—The California Packing Corporation has closed its option on property in the north-east section of the city of Merced. Construction of the first unit of the \$400,000 cannery is now under way and it is expected that the plant will be in operation during the coming summer.

Fresno—The San Joaquin Light & Power Corporation will expend about \$4,500,000 in extensions and betterments to its various units during 1923. A large portion of this will be spent in Fresno. Included in the proposed expenditures is an item of \$800,000 for the Fresno building of the company; \$350,000 for additions and improvements to the Fresno water system; and \$300,000 for the development of an industrial yard and plant.

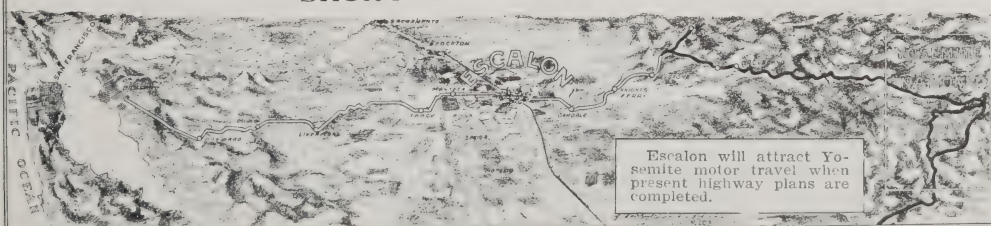
Hanford—Southern California Edison Company will spend \$60,000 for improvements, of which \$28,500 is to finance improvements to the present distributing system within the Hanford city limits, in addition to \$78,000 for improving system just outside the city.

Santa Barbara—Contract has been closed for the new Carrillo Hotel to cost \$350,000. The hotel has been leased to the El Encanto Hotel Company.

Fresno—Contracts calling for the expenditure of approximately a half million dollars in the purchase of rolling stock for the Minarets and Western Railroad were recently closed by Thomas L. Kennedy. The Sugar Pine Lumber Company will use this logging road in connection with their large operations in sugar pine.

Turlock—E. T. and W. P. Eaton have completed arrangements to erect a \$35,000 ice plant in Turlock. The plant will have a daily capacity of twenty-five tons and will be known as the Home Ice & Cold Storage Company.

SAN FRANCISCO - YOSEMITE SHORT CUT VIA ESCALON





Sacramento Valley and Northern California



SACRAMENTO FORGING AHEAD

By Irvin Engler, Publicity Manager, Chamber of Commerce, Sacramento

It was predicted, at the beginning of 1922, that the year would see Sacramento's building record tremendously increased. The most sanguine prediction, however, fell short of the building total actually recorded. Approximately \$10,000,000 was expended for building construction during the year—more than twice the total for 1921 which, incidentally had eclipsed all previous years.

The most gratifying feature from Sacramento's viewpoint, is that approximately half of the \$10,000,000 was for residences and apartments, proving conclusively that the city is scoring heavily in population increase.

Another phase of the building activity which is of importance to the entire State of California, was the beginning of construction on state buildings, which will cost \$3,500,000.

Included in the other major building operations of the year were: Twelve-story home office building of a life insurance company, a bank, \$250,000 hospital, large automobile distributing branch, warehouse for department store, three office buildings, and completion of the city's \$5,000,000 school building program and \$2,700,000 filtration plant.

Agricultural production was exceedingly satisfactory, particularly the three principal crops of the Sacramento section—asparagus, pears and grapes. The value of these crops alone in Sacramento County totaled approximately \$20,000,000.

There has also been a marked increase, during the past years, in the colonization of the great irrigation and reclamation tracts of the Sacramento Valley, as well as the suburban fruit and poultry sections surrounding the city of Sacramento.

Sacramento enters the new year with an air of confidence and optimism with a feeling that it is noticeably forging ahead and that this year will see new records set in agricultural and industrial production, as well as continued activity in building construction.

California's first commercial rice crop was grown just ten years ago, in 1912, on 1400 acres. In 1922 California grew more than 140,000 acres of rice for which the farmers who grew it will receive between \$8,000,000 and \$9,000,000. Rice is grown principally upon land that was little used before its suitability for this industry was discovered.

DEHYDRATION SAVES RAISINS

The dehydration of raisins in five or six plants in Sutter County the past season proved an entire

success. A large quantity of fruit which would otherwise have been lost was put in marketable condition by this method. It was found possible to turn green grapes into raisins in from 19 to 22 hours. Partially dried raisins which had been caught in the rain were finished off in a few hours.

1923 CONDITIONS FOR CHICO LOOK GOOD

By A. G. Eames, President Chico Chamber of Commerce

THE last few months of the year just past have shown a decided improvement in business conditions. The farmer produced and harvested his crop satisfactorily and received good returns for his efforts and capital invested. Last year's rice crop in Butte County yielded a return of \$3,000,000 to the rice grower. During the 1922 crop season the local packing houses handled 1800 tons of dried peaches; 5800 tons of dried prunes; 125 tons of dried figs and 2800 tons of almonds, all of which were produced in the vicinity surrounding Chico. Prices obtained on all of these crops have been good and leave the producer at the beginning of the new year in good financial shape.

Local merchants claim they have just closed one of the best seasons by far in volume of business transacted than any similar season for several years past, in some instances stocks of certain classes of goods were practically depleted long before the holiday rush was over.

It is one of the hopes of our organization to further stimulate activity of the farmer by securing, if possible, the establishment of a cannery here at Chico. This effort at present is in its preliminary stage, a survey of local production for canning purposes now being made.

A further expression of confidence in the community and in what the coming year has to offer is reflected in the activity of the financial interests guiding the destinies of the First National Bank of this city. Arrangements have been completed for the erection of a four story office and store building, in the business section of Chico, the new building to be the future home of this financial institution. Frankly I believe that the coming year will find business conditions in the community steadily growing better.

Durham—The business men of Durham have organized a businessmen's association to secure closer co-operation to promote the welfare of Durham, co-operating with the Dairymen's Association, Parent-Teachers' Association and Almond Growers' Association, and similar local organizations which include the farm center stock breeders and others.

FROM THE CROW'S NEST

By R. Berkeley
(Of Strassburger & Co.)

"PALMAM qui meruit, ferat." California certainly holds the palm, and he would be an unobservant man who would deny that it is but her dessert, the logical reward of the faith and enterprise of her inhabitants. California, alone of all States in America, alone of all similar geographical sections in any country that was touched by the war, threw off the disease without a defacing mark. Steadily through the period, 1914 to 1922, she pursued her triumphal way. War could not arrest her progress. Prohibition, that was to have proved the ruin of the industry that was making her celebrated throughout the world, she turned into an ally. The new position she now holds in banking power is known to all. Only New York, Pennsylvania, Massachusetts, and Illinois remain to be overtaken, as they will be before the younger generation shall have passed into the void.

To detail a few only of her victories. In the 1910 to 1920 decade, her fruit trees have registered an increase of close on 30 per cent in numbers, each tree producing a value more than double that of any other in the Union. And the tale is growing; the story that will be told in 1930 would be ridiculed today as a boaster's flight of stupid fancy. California's remarkable position in hydro-electric development is not the fruit of her exceptional advantages, it has been won in the face of extraordinary natural disadvantages. In electric conveniences, California farms are but 150 in number behind those of Pennsylvania so equipped, the baby running very close behind the fully developed parent. When we come to water, California has more farmhouses served than any other State in the Union. In the 1910-1920 period, an increase of 70 per cent in the number of farms irrigated tells the irrigation story, and half a million more acres of irrigated land have been added since then.

The manufacturing record is as good or better. The value of manufactured products approached two billions in 1922; petroleum refining heading the list, with a matter of \$213,000,000, canning and shipbuilding not far behind.

With no help from autosuggestion, work the sole factor, California has within her own boundary lines the most rapidly growing market in the world. With the domestic market growing apace, however, the production of foodstuffs strides ahead of it; and of nothing need our State be prouder than of her genius in creating and developing new foreign markets.

BUILDING MATERIALS ACTIVE

BUILDING and construction are at an unusual rate for this season of the year, with the expectation of much greater volume when spring opens. Brick, lumber, cement, and all building material share in the general activity. Paints, oils, glass, and innumerable other manufactured products of the State reflect in substantial manner the importance of the building program in stimulating business in a great variety of trades.

POWER LINE CONTRACTS PLACED

Contract for 177 miles of copper wire to be used in the City of San Francisco's transmission line from the Moccasin Creek power house to Newark substation was recently let to the Anaconda Copper Mining Company, through the Pacific States Electric Company.

The contract calls for a 345,000 cir. mil. copper cable with a hemp core, the diameter being three-quarters inch. The 177 miles of cable will weigh 1,700,000 pounds and will cost approximately \$317,000.

The Aluminum Company of America was awarded the contract to supply approximately 530 miles of aluminum reinforced cable wire for the transmission line from Moccasin Creek. The Aluminum Company was the sole bidder, offering the wire for \$350,000 (530 miles of wire at .215c per pound).

The Moccasin Creek power house is a part of the Hetch Hetchy project now under construction. The entire transmission system will cost in the neighborhood of \$5,000,000, according to estimates of the San Francisco city engineer's office.

WEATHER CONDITIONS AND OUTLOOK FOR JANUARY, 1923

By George H. Willson, Meteorologist

January was a month with temperature below normal in the northern portion of the State and above in the southern portion. There was a marked warm wave in the coast section of Southern California on the 8th and 9th, and January record for high temperature was exceeded at both Los Angeles and San Diego.

The rainfall was below normal in all portions of the State, and was generally confined to the last week. The snowfall was somewhat below normal in the mountains, but there is a large amount of well-packed snow on the ground, and the outlook is excellent for an ample supply of water for power and irrigation purposes this season.

IN THE face of accumulating stocks of crude oil and gasoline throughout the country and the slowing down of many middle western fields, California fields continue to show increased activity in new drilling and prospecting operations.

Unfilled orders for oil-field equipment are continuing to keep many of the large California engineering establishments on a lively production basis. Included in oil-well equipment and machinery produced in California, are boilers, tanks, pipe, and other heavy plate work; engines and rotary drilling machines; bits, jars, under-reamers, fishing tools, casing tongs, and other oil-well tools.

COMMERCIAL SECRETARIES CONVENE

The California Association of Commercial Secretaries will convene February 26, 27, 28, at Santa Cruz. Included in the important subjects which will be presented at the convention are City Planning; Fairs and Expositions; Industrial Surveys; Land Settlement. Roscoe D. Wyatt of Oakland is president of the Association and A. M. Robertson of Lindsay is secretary-treasurer.

Trade Associations

(Continued from Page 10)

would have been the course of trade if unaffected by such combination."

And further, the general rule to be gathered from all cases on the subject can be briefly stated: "If injury or oppression towards others be the prime object of the combination, then such object is illegal and stamps the combination as a conspiracy; if, however, the injury or oppression towards others be simply incidental to the object of the combination, then such object is not illegal."

The rule of reason has been applied by the Federal courts and our own California courts in both law and equity wherever a combination in restraint of trade has been involved. Public welfare is first considered, and if it be not involved and the restraint upon one party not greater than the protection of the other party requires, the combination has been upheld. The question is whether under the peculiar circumstances of the case and the nature of the particular contract involved in it, the contract is or is not unreasonable, and it has been universally held that combinations which tend to promote business and which only remotely, incidentally, and indirectly restrain competition are not forbidden, if its main purpose is to foster trade and increase the business of those who make and operate it. Our Supreme Court has held in the case of *Harriman vs. Menzies* that where a group of master stevedores formed an association with the power to fix prices that "the parties, it is true, have combined their business as severally carried on by them and have agreed to be bound by a schedule or rate of charges to be fixed by the association; but this in itself is not an unlawful restraint of trade as long as it does not appear that the rates to be charged are unreasonable or a restraint such as to preclude a fair competition with others engaged in the same business." This case has been followed by others, and the gist of these decisions are: That combinations for regulation of prices and of competition are valid so long as they are reasonable and do not create monopolies and which only remotely, incidentally, and indirectly restrain competition. The Federal Anti-trust Law—The Sherman Act—necessarily only applies to contracts and combinations in restraint of interstate and international trade and commerce, while our State laws are along similar lines for the purpose of reaching agreements and combinations beyond the reach of the Federal power. It has been the tendency of both our Federal and State courts to place a reasonable interpretation upon what is meant by a combination or trade association being in restraint of trade. As was said by the Supreme Court of the United States in the case of *Hopkins vs. United States*:

"If this were not a fact there would scarcely be an agreement or contract among business men that could not be said to have indirectly or remotely some bearing upon interstate commerce and possibly to restrain it. Reasonable rates or charges

can be fixed that do not preclude a fair competition with others engaged in the same business."

Competition is often wasteful; it leads to endless multiplication of plants and standing charges, to increased cost of distribution; it is often short-lived and precarious. As a corollary, combinations and trade associations have become a necessity to avoid these very conditions, and if operated on safe and sane business principles are safe from attack from any source, providing this one thought is held constantly in mind in organizing such an association—that the restraint upon one party should not be greater than the protection of the other party, that is to say, that the restraint placed upon outsiders should not be greater than the protection that the parties of the association or combination are entitled to under the law.

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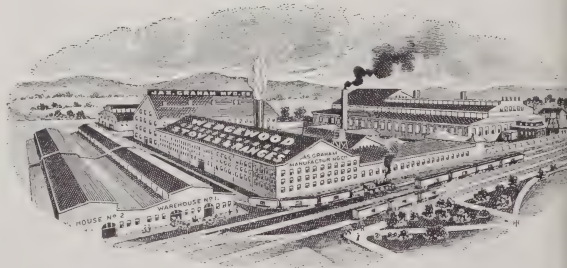
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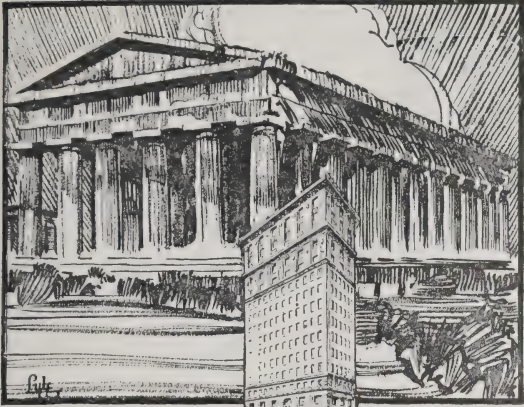
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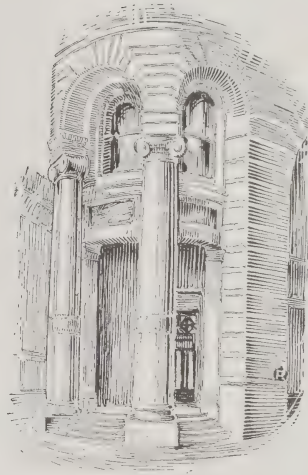
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California Journal of Development

MARCH, 1923

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Some grown-ups have inherited a dim idea that printing is a sort of an *amateur* business.

Unfortunately the industry *has* included amateur businessmen who attempted to produce printing without cost-finding or any real knowledge of the business they were in.

Their prices were haphazard, ranging all the way from "How low must I go to beat the other fellow's figure" to "About how much should the job bring."

Naturally the finished product on such an unsatisfactory basis was usually delayed in delivery and poor in quality.

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We have been in the printing business since 1879 and the years have taught us that most buyers of printing want work of a high standard, *on time*, and at a price based upon *exact* costs and affording a reasonable profit to the printer.

Ours has been a growth based upon this knowledge.

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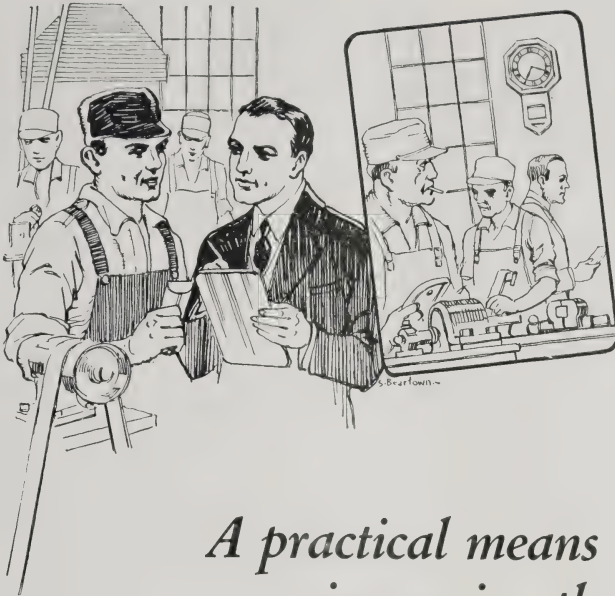
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SCHOOL TRUSTEES SHOULD CONTINUE TO HANDLE SUPPLIES AND EQUIPMENT

None of These Powers Should Be Vested in a Few

SCHOOL trustees and taxpayers protest the passing of Senate Bill No. 138 and Assembly Bill No. 842 for the following reasons: Such a law would take away from the rural trustees and rural communities the responsibility now vested in them. It would prohibit school trustees from ordering supplies except through a county office, and then only those declared "Standard" by the State Board. It would mean the control of our school affairs vested in a few County officials as compared to the direct responsibility of school trustees who are very jealous of the school funds. In order to make the school funds cover requirements trustees contribute their time and services free of charge.

"The State Board of Education shall have power to . . . define the term 'standard school supplies and equipment.'" The bill would also provide that only standard school supplies and equipment "shall be purchased through the county superintendent of schools or when directed by him, through a county purchasing agent."

Manufacturers and dealers could thus be deprived from bidding on school supplies except those manufacturers and dealers of the particular items defined as "standard" by the State board.

Such a law would manifestly operate to increase costs by prohibiting the purchase of supplies in the open market as contrary to the present regulations, which provide for economical purchase and use, similar to the established practice in any large commercial corporation.

Manufacturers and dealers maintain large stocks of school supplies at convenient points throughout the State and are able to supply quickly and economically school supplies only as they are required; annual requirements need not be purchased or stored, as suggested by the proposed law. Large consumers have found that excessive stocks of supplies, stationery, printing, etc., depreciate rapidly—loss by waste and depreciation is avoided by confining supplies only to actual requirements.

The National School Supply Association's code of ethics include the following:

To recognize in the American school child "the seed corn of the nation," and to keep the welfare of the child first and foremost in the conduct of our business.

To produce and sell the highest quality of school merchandise, believing this to be a fundamental demand of education in a republic in which the education of all citizens is of paramount importance.

To welcome fair competition as an assurance of the largest opportunity for service to school authorities, making service and the adaptability of goods rather than price the basis of preference.

To carry stocks of merchandise sufficient to give prompt and satisfactory service, so that at no time in the year a

pupil shall be hampered in educational progress through lack of materials or equipment.

To base all selling prices on the cost of production and selling, allowing only a legitimate profit as related to the investment in the business.

To be constantly on the alert to find better merchandise and better methods, so as to keep the American schools at all times fully abreast of the progress in all fundamentals of education.

To follow sound ethical principles in the conduct of our business, and to put every transaction on the very highest plane of business honor.

No material gain can be obtained by such a law, as the expense of handling and distribution of supplies and equipment which is now done gratis by trustees, and which if only figured at \$100 per trustee for time and labor, three trustees to each district, and approximately 5000 Rural Schools, would run into millions of dollars alone, say nothing of the salaries which would have to be paid hired employees, thereby adding greatly to the expense, this would simply mean increased taxes or inferior school supplies.

This advertisement is published by California manufacturers and dealers in the interest of school supply economy as well as in the interest of dealers and manufacturers who furnish school supplies and equipment on bid in the open market.

California Journal *of* Development

Formerly CALIFORNIA DEVELOPMENT

JOSEPH G. BRAY
Editor

ARTHUR C. IOAS
Advertising Manager

NORMAN H. SLOANE
Business Manager

VOLUME XIII

MARCH, 1923

NUMBER 4

CONTENTS

A RAMBLE THROUGH MONTEREY COUNTY.... 7

Steeped in her romantic history which the onward march of Western progress can never quite efface, beautiful Monterey is beloved the world over. The illustrations accompanying this brief article clearly indicate the charms of Monterey.

FROM THE CROW'S NEST..... 9

By R. BERKELEY

With characteristic clearness of vision, Mr. Berkeley shows the importance of more intensive agricultural methods and the production of staples which is being almost subordinated to our luxury crop.

WESTBOUND RATE REDUCTIONS..... 9

The drastic reductions in trans-continental freight tariffs from an economic point of view is another step in bringing closer together the East and the West.

NOTES ON FRUIT AND FIELD CROPS..... 10

A compilation of interesting items gleaned from statewide sources. The strengthening of the dried prune market is of particular interest.

LIQUID STONE—THE MAGIC OF WESTERN ACCOMPLISHMENT 11

"Fifty Years of Portland Cement in America" by Lester J. Sunderland, former president of the National Portland Cement Association is a remarkable story of one of America's scientific triumphs. Acknowledgment is made to Mr. Sunderland for ex-

tracts from his particularly interesting article. Cement is inseparably a factor in the great engineering works of California. No other State has a greater number of cement mills in operation than California and her cement tonnage production is exceeded by only one other State.

EDITORIAL 12

The Land Settlement Association—State Highway Plans—Engineer in Private Practice—Financing the Farmer—High Tax Percentage for Education—Coming Events.

FIGURES 13

Bank Clearings and Building Permits—Grain on the Farm—Crop Production—Real Estate Values.

LOS ANGELES AND VICINITY..... 14

SAN DIEGO, FROM THE PACIFIC TO THE COLORADO... 15

SAN FRANCISCO AND THE BAY DISTRICT..... 16

SAN JOAQUIN VALLEY AND CENTRAL COUNTIES... 17

SACRAMENTO AND NORTHERN CALIFORNIA..... 18

A NOVEL CALIFORNIA EXHIBIT..... 19

WEATHER REPORT..... 19

OUR COVER SUBJECT—

A vista of beautiful Santa Clara Valley in her glorious spring blossoms. A riot of color and the fragrance of a million blooms create an irresistible urge to visit this favored garden-spot.

Published Monthly by the CALIFORNIA DEVELOPMENT ASSOCIATION

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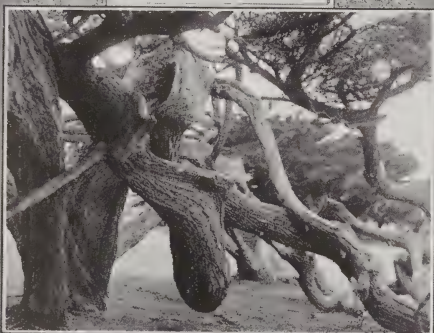
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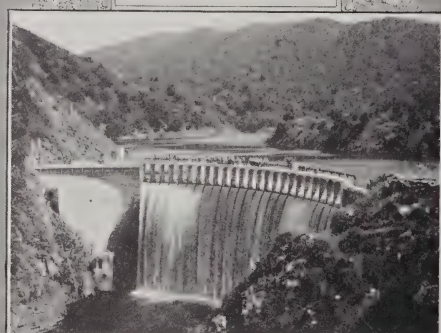
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LOOKING TOWARD 17 MILE DRIVE



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CALIFORNIA JOURNAL *of* DEVELOPMENT

A Ramble Through Monterey County

MONTEREY COUNTY has been described as containing a thousand and one surprises and enterprises, a community where at every turn a new surprise awaits; a valley where knickerbockered sportsmen rub elbows with working men; a playground and a work shop; a land of abundance; of fat cattle and waving grain fields; of unbelievable landscapes; a myriad of strange lands, all rolled into one community.

A country, whose seascapes and marine views and coast line are renowned the world over—proud of its justly famous Monterey Peninsula. It is vain of its history, steeped in romance, landmarked by the outposts of the early civilization.

Monterey's Industries

The products of the sea form an important part of Monterey's industries. The value of her fish pack is annually several millions of dollars and is approximately one-fourth of the pack value of the entire State.

Dairying and its allied industries, the manufacture of butter, cheese and condensed milk are prominent industries. Plenty of forage is provided for either dairy or beef herds. Alfalfa grows to five cuttings a year. Barley and oats are other heavy crops.

The growing of sugar beets is also a big feature in the activity of this section. The largest sugar beet factory in the world with a capacity of 4300 tons a day, is located a short



ALONG THE FAMOUS MONTEREY COAST



A DEL MONTE VISTA
LONE CYPRESS - CARMEL BAY



distance from Salinas, the county seat. This sugar beet factory holds the world's record for the cutting of sugar beets and the production of refined sugar. Five thousand tons of sugar beets were cut in one day, 18,000 sacks of sugar produced in one day.

Back from the sea coast in the hills are locations for apricots, peaches, grapes and figs. In the Pajaro Valley are found large plantings of apples, which have become one of the big industries of the county as a whole. This valley is said to be the largest producer of apples in the world. Just that part of it which comes into the boundaries of Monterey County brings in a gross income running into the millions of dollars. Co-existent with the apple

industry are many packing houses, evaporating plants, cider, vinegar and canning establishments.

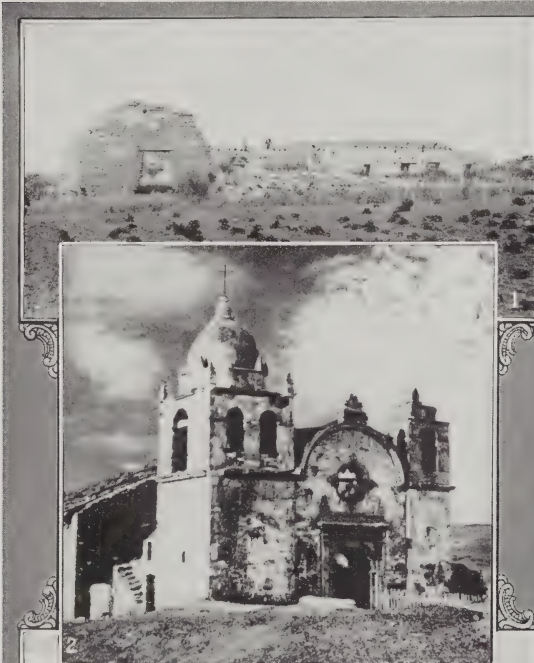
Walnuts and almonds in many sections of the county are proving prolific and profitable. Strawberries grown here are unexcelled. In the Salinas and Carmel valleys prunes and cherries find the right type of soil for their profitable culture. Apricots, peaches, quince, winter pears and olives are being planted throughout the valleys.

The Missions of Monterey

Extremely picturesque reminders of her early days, Monterey County possesses the remains of four of the oldest missions in California. Possibly the best preserved of these is the Mission San Carlos del Carmelo, situated on the road to Point Lobos. It was here that Padre Junipero Serra, titular head of the Franciscan missions, lived, labored and died and was buried. Mission San Carlos de Borromeo, founded in 1780, is within the limits of Monterey City. One of the interesting characteristics of the mission is the paved walk in front of the building made up of whale bone. Nuestra Senora de la Soledad was a large edifice and doubtless represented the labor of many men to construct. Today it is a moldy ruin of adobe walls. Mission San Antonio de Padua is reached from King City by one of the most beautiful drives in the country. This mission is still in a very good state of preservation. The old wine vats and underground irrigation tunnels are still in evidence. Here are found pear trees, heavily laden with fruit, that are, as nearly as can be estimated, in the neighborhood of one hundred and fifty years old.

The illustrations reproduced herewith are taken from "A Ramble Through Monterey County," one of the most colorful and attractive booklets recently received. Its remarkably fine cover design excellently printed in four colors shows beautiful Monterey Bay with a wide stretch of fertile rolling countryside forming a background. The booklet reflects the progressiveness of the chambers of commerce of Salinas, Monterey, Pacific Grove, King City, Soledad and Pajaro and its design and complete compilation is a credit to its printers, the Schwabacher-Frey Stationery Company.

1. Ruins of Soledad Mission; 2. Carmel Mission; 3. Mission San Carlos; 4. Mission San Antonio.



From the Crow's Nest

By R. Berkeley, of Strassburger & Co.

I AM treading on dangerous ground in saying anything that might suggest a feeling that there has ever been any alloy in the golden make-up of the Californian—for the native son is as pugnacious as any son of Erin. But, as the Farm Bureau is handling the subject that was beginning to worry me, I will take the risk. I refer to the position of wheat growing in this State. I have been struck by the poor appearance of nearly all I have seen since I have had the good fortune to take up residence here, and I am still of the opinion that if half the pains devoted to intensive fruit growing had been expended on a far more important product, the present position would not have arisen. However, *mieux vaut tard que jamais*—we are going to be good.

In 1882 California shipped a million short tons of wheat to Europe. Today she cannot supply the mills within her own territory. Carelessness, ignorance, the employment of out-of-date methods of cultivation, and go-as-you-please marketing, are the explanation of the decline. Lands were cropped year after year to wheat, the ground was scratched instead of being deep-plowed, any old kind of seed was considered good enough. The faith of the farmer in the soil and climate of the

Golden State was touching, but the land grew weary of well-doing, and the latter was unequal to the task of making up for the lack of human energy and intelligence.

The millers are now tackling the situation seriously, with the co-operation of official and other agencies, and have got busy in a movement for obtaining better wheat, by the planting of seed of better milling quality; and more of it to the acre, by the use of mechanical means of cultivation and crop rotation, with the satisfactory result that the average yield per acre last year was the best in the history of the State.

There is no reason why California should not be again a great wheat growing State. Nor is there any reason why California should not produce as good wheat as any in the world—I have yet to learn to associate the word "impossible" with California, to allot her any but the first place in any race for which she is entered. And wheat growers in this State enjoy what may be described as a freight charges protection, equivalent to a tariff duty of 9 cents per bushel—owing to their remoteness from the nearest competitive sources of supply.

There is wheat as well as corn in Egypt.

Westbound Rate Reductions

DEFINITE information as to the new freight rates published on commodities moving from Chicago and points west to the Pacific Coast to meet water competition, and the fact that they will become effective April 17, has been made by the Southern Pacific Company.

In addition to the reduction from Chicago territory, the Southern Pacific Company states that it will apply the reduced rates from New York via the company's steamship line through Galveston and will also on iron and steel articles from points in Alabama and Tennessee, publish the same rates as are concurrently applied from Chicago. The list of articles on which rates are reduced embrace practically all commodities which move to California in large volume and the information as to the material saving which will be made under the new schedule is being received with great satisfaction by California shippers.

Following is the list of articles included in the Southern Pacific announcement, to become effective April 17, with the old and new rates:

| Commodities | Old Rate | New Rate |
|--------------------------------------|----------|----------|
| Ammunition | \$1.73 | \$1.40 |
| Cash registers | 3.63½ | 2.85 |
| Drugs | 2.48 | 2.10 |
| Brass, bronze and copper goods | 2.40 | 1.85 |
| Talking machines | 3.00 | 2.50 |
| Cotton waste | 1.65 | 1.25 |

| | | |
|---------------------------------------|-------|------|
| Bottles, fruit jars | 1.30 | 1.15 |
| Paints | 1.35 | 1.25 |
| Soap and washing compounds | 1.42½ | 1.25 |
| Twine and cordage | 1.35 | 1.25 |
| Linseed oil | 1.35 | 1.10 |
| Cooling room material | 2.25 | 2.00 |
| Refrigerators | 2.25 | 2.00 |
| Plate glass | 2.36 | 1.58 |
| Glass, rough rolled | 2.10 | 1.58 |
| Window glass | 1.58 | 1.30 |
| Lard and lard substitutes | 2.10 | 1.60 |
| Wire rope | 1.35 | 1.20 |
| Heating apparatus | 1.50 | 1.30 |
| Rubber tires | 3.67½ | 2.50 |
| Canned goods | 1.35 | 1.05 |
| Water heaters, gas | 2.77½ | 2.20 |
| Wire strand fittings | 1.35 | 1.20 |
| Copper wire | 1.35 | 1.20 |
| Pole line construction material | 1.35 | 1.20 |
| Soda fountain material | 3.67½ | 2.00 |
| Angle bars | 1.35 | 1.00 |
| Iron and steel articles | 1.35 | 1.20 |
| Nails, spikes | 1.35 | 1.30 |
| Wrought iron and steel pipe | 1.35 | 1.30 |
| Flooring, expanded | 1.58 | 1.25 |
| Cast iron pipe and connections | 1.35 | 1.25 |
| Pipe fittings and connections | 1.35 | 1.00 |
| Sheet iron | 1.35 | 1.15 |
| Bars, bands, bolts | 1.35 | 1.00 |
| Roofing | 1.42½ | 1.10 |

Notes on Fruit and Field Crops

THROUGH statewide channels the California Development Association is enabled to furnish the following late reports on California field and fruit crops.

Almonds—Three thousand 1 pound bags of fine almonds have recently been sent to people all over the United States by the Paso Robles Chamber of Commerce. The almonds were priced at 85 cents per bag and were sent for the purpose of advertising Paso Robles as "The Almond City." The planting of more than 30,000 acres of almonds in the Paso Robles district previous to the present planting season has resulted in placing it in an important position as an almond district.

Apples—Stark's Delicious and Golden Delicious apples, grown by J. E. Parrish in the Arroyo Grande Valley have recently won prizes at the Mid-West Horticultural Exposition in Iowa, bordering the original home of these varieties.

Citrus—Lemons—Maxwell in Colusa County and Hamilton in Glenn County recently shipped forty cars of lemons into the Chicago district and secured better prices than growers in the older lemon growing sections of the southern part of the State.

It is estimated that the California lemon shipments to the East will total over eleven thousand carloads. With the exception of the season 1920-21 when a total of 11,865 carloads were shipped from this State, the estimated lemon production for 1923 will be the largest ever produced.

Citrus—Oranges—Up to the latter part of February the Tulare district shipped 4653 carloads of navel oranges as compared to 4198 carloads up to the same date last year. Average f. o. b. price for navel oranges the first of this year was \$2.57 per box, as compared with \$3.39 on same date in 1922; \$2.80 in 1921; \$3.92 in 1920; \$3.77 in 1919; \$3.68 in 1918.

Figs and Peaches—That the sale of figs and peaches has been somewhat retarded in the East but that conditions are generally conceded to be satisfactory as far as business is concerned was the report of E. S. Moorhead, advertising and sales manager of the California Peach and Fig Growers, gave to the directors at their February meeting. Blue Ribbon variety of figs and peaches through widespread advertising has become established and are on the market permanently, Moorhead stated. The distribution agencies were reported to be very good.

Grapes—A total of 4596 carloads of grapes, including sixteen standard varieties and several kinds listed as miscellaneous, was shipped from the vineyards of Tulare County during the past season, according to the annual report on deciduous fruit shipments made and filed with the State Department of Agriculture by Frank R. Brann, County Horticulture Commissioner.

Pears—Manager Swett of the California Pear Growers' Association reported at the recent annual meeting that the association had increased the tonnage of pears sold by it to California canners from about 8000 tons in 1921 to 22,000 tons in 1922.

Prunes—Reports received by the California Prune and Apricot Growers' Association from its brokers throughout the country indicate that the prune market is firming up. Inquiries are heavier than for two months past. During the latter part of February more prunes were sold in New York in one week than during the preceding sixty days. Following are late price quotations made by the California Prune and Apricot Growers' Association: Sunsweet brand in 25-pound boxes, 20-30's, 21½ cents; 30-40's, 15 cents, and 40-50's, 12¼ cents. Growers' brand in 25-pound boxes, 20-30's, 20½ cents; 30-40's, 14¾ cents; 40-50's, 12 cents; 50-60's, 10½ cents; 60-70's, 9¾ cents; 70's, 80's and 90's 8¼ cents; 100-120's in 50-pound boxes, 6½ cents; 120's and smaller, 6 cents.

FIELD CROPS

Artichokes—Arroyo Grande Valley is developing a great artichoke industry. Carloads will be going to markets during the present month, according to A. Petri, one of the largest growers. Small quantities have been going to Los Angeles for several weeks; cold weather has delayed the rush of heavy budding.

Asparagus—There are one thousand acres of asparagus in the Clarksburg district on the Sacramento River and those who have been following the growing popularity of the crop in this section predict that another thousand acres will be set out this year.

Beans—The bean market in California is still quiet. There is a tendency toward fractional declines in prices on colored beans while Whites show a small advance. Late quotations for shipment f. o. b. California are as follows: Bayo, \$7.15; Blackeye, \$4.60; Cranberry, \$7.50; Kidney, \$7.25; Lima, Henderson Bush, \$11; Pink, \$5.75; Red, \$5.40; Large white, \$7.40; Small white, \$7.30.

Corn—The corn crop in California has for the past few years averaged a little better than 100,000 acres, of which it is estimated some 87,000 acres have been harvested for grain. The principal corn growing section in the State is found in the San Joaquin Valley, particularly the San Joaquin Delta, where ordinarily from 40 to 50 per cent of the State crop is produced. Reports indicate, as usual, that a large percentage of this crop is still in the hands of farmers—largely due to the high moisture content prevailing in Delta corn during the winter season. The market for this corn is usually found in May or June following the year of its production.

Potatoes—New potatoes are in a prominent place among the early spring crops. Shipments are including the Garnet Chile variety and Peerless, Burbank and other standard varieties. The price is 5@7 cents f. o. b. San Francisco according to late quotations. Last year the price at this time was 9@11 cents. The crop will show an increase this year over that of last, since there is not a very encouraging outlook for maturing potatoes in the face of present old stock holdings.

Liquid Stone---The Magic of Western Accomplishment

PORTLAND cement, as perfected today, is composed of lime, silica and alumina mixed in analytically fixed proportions, fused to clinker with intense heat, and ground to a texture finer than flour; its process of making is precise, intricate and expensive, and requires the knowledge, skill and experience of technically trained experts. It first became known as a trade article under the name Portland Cement in 1824, when Joseph Aspdin, a bricklayer of Leeds, England, was granted patents by the British Government for its manufacture. Aspdin made cement by burning a formulated mixture of clay and lime and grinding the resultant clinker; the finished product resembled in color a building stone extensively quarried on the Isle of Portland—hence the name.

Aspdin, although its patentee, was not the originator of modern cement, and if he were to return to earth today would find in use few traces of his original formula or method of manufacture. Nearly sixty years before his patent was granted John Smeaton, an Englishman, perfected a cement which would harden under water and with it constructed a stone lighthouse at Eddystone, on the English Channel. This structure, after withstanding the winds and waves for 123 years, and while still in good condition, was by the British Admiralty razed to make way for a larger lighthouse.

Smeaton's discovery of a successful hydraulic cement signaled the first scientific assemblage of the raveled threads of a lost art, the secret of the vanished civilization which built the Carthagian aqueduct, the magnificent Roman military roads and other famous structural works of ancient times.

The present annual production of American cement mills represents the consumption of 10,000,000 tons of coal or its equivalent. Actual

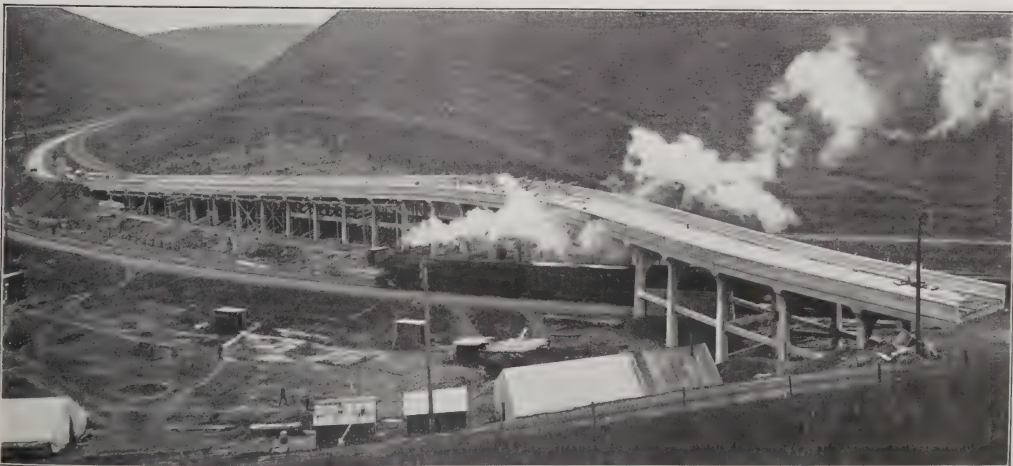
figures show that 7,400,000 tons of coal, 2,300,000 barrels of crude oil and 3,000,000,000 cubic feet of natural gas were burned in 1921 to make cement.

A phase of inter-relationship of the cement industry involves the vast amount of cotton cloth used for cement containers. Conservative estimates place the number of new sacks required annually by the American cement industry at 30,000,000; this quantity of sacks represents the combined labor of 1600 looms at work every day for a year and the material from 15,000,000 pounds of baled cotton; the cotton which goes into these sacks, if woven in one piece of cloth 30 inches wide, would be 17,000 miles long.

These little-known sidelights are referred to primarily because of the human interest attached to vast numbers; but apart from that they offer the clearest and most informative method of showing the economic importance of the industry and aid in portraying the advancement in cement manufacture in 50 years.

Although the manufacture of cement may be summarized as the proportioning and pulverizing of analytically fixed amounts of raw materials melted at high temperatures and reground to the impalpability of finely bolted flour, thus described, it failed to show the multiplicity of minute detail involved in precise and efficient handling, only a comprehension of which would interpret the romance of the cement mill. If the magnitude and intricacy of the varied phases of present-day cement manufacture were not too confusing a revelation, the shade of Aspdin, the "Adam of the industry," might make a brief tour of the processes that lead to the finished modern product, beginning at the quarries where the raw material is blasted from mountains of stone and shale,

(Continued on Page 19)



Altamont Pass Viaduct, built by the Standard Industrial Engineering Corporation. Mount Diablo cement used in its construction



EDITORIAL



LAND SETTLEMENT ASSOCIATION

THE California Approved Land Settlement Association has appointed Frederick Faulkner for its manager. Mr. Faulkner has made a study of agriculture with particular emphasis to land settlement problems. For the past twelve years as a member of the editorial staffs of Bay district newspapers and with his other activities, Mr. Faulkner is eminently fitted to administer the Statewide program of the association.

In co-operation with the State Real Estate Commissioner and other agencies, the California Approved Land Settlement Association has outlined extensive plans for land colonization. Publicity and advertising is expected to assist in stabilizing land values and assist the prospective settler in selecting land best suited for his purpose.

STATE HIGHWAY PLANS

IN line with its statewide policy for the impartial development and advancement of all sections the California Development Association has announced its intention to launch a campaign, the slogan of which will be "See All California," immediately on the completion of the main system of highways which are to be built.

This statement was given out by Norman H. Sloane, secretary and manager of the Development Association, following his return from the tri-state conference held at Reno in connection with the Victory Highway project. At this conference the California State Highway Commission disclosed its intention of rushing to completion at the earliest possible time the new Truckee road which will give San Francisco and Northern California a direct connection with both the Victory and Lincoln highways. California highways will require \$18,272,703 for maintenance and reconstruction during the next two years, the highway commission has announced.

Under the budget estimate submitted by the commission, 166 miles of roads are to be reconstructed entirely by thickening and widening during 1923. During the present year \$8,401,268 is to be spent.

ENGINEER IN PRIVATE PRACTICE

C. I. Rhodes, chief hydraulic engineer of the California Railroad Commission, has resigned to engage in private practice as consulting engineer with former Commissioner C. H. Loveland. Rhodes had been with the commission for five years.

FINANCING THE FARMER

THE farm credits bill recently passed into law should bring the agricultural world to the realization that this country, including its lawmakers, recognizes the fact that the farmer is to

receive the same financial opportunities and advantages enjoyed by any other business man.

Sustained prosperity in California is dependent upon wider development of vacant lands. With promise of prosperous farm life and the means at hand for the financing of new settlers we may well expect to attract newcomers to the large areas of uninhabited land in the State.

HIGH TAX PERCENTAGE FOR EDUCATION

IN a recent talk before the Board of Regents, University of California, Dr. W. W. Campbell, the president-elect, dwelt upon the high percentage of taxes devoted to California educational institutions.

Dr. Campbell said in part:

"It has been my fortune to see most parts of my own country, and to visit other countries in all the continents, save South America, and even there I have been administering a large branch of the Lick Observatory, on the summit of a mountain in Chile, at long range, during twenty years. I always return to California proud of my citizenship here. The mountains and the valleys, the great ocean alongside, the climate and its tendency to much outdoor life are ennobling elements. Californians have more than their due share of idealism. No other area in the United States is more insistent upon devoting a remarkably high percentage of its tax returns to the education of its sons and daughters."

COMING EVENTS

National Prune Week—March 19-24.

Saratoga Blossom Festival—Saratoga, March 22-25.

Children's Pets Exhibition—Dreamland Auditorium, San Francisco, March 27-28.

Ninth Annual Exhibit California Wild Flowers—Fairmont Hotel, San Francisco, April 13-14.

Wild Flower Show—Palace Hotel, San Francisco, April 13-14.

Associated Chambers of Commerce—Central Coast Counties Conventions, Salinas, April 15.

Twenty-seventh Annual Tennis Tournament—Ojai, California, April 19-23.

Spring Flower Show—Pasadena, April 19-24.

Music Week—Berkeley, April 23-30.

Raisin Day—Fresno, April 30.

California Development Association's Travel Show—Annual Exposition, Grand Central Palace, New York, April 9-14.

American Hotel Association—Convention, May 9-13.

Historical Pageant—Benicia, May 11.

California Bankers' Association—Convention, Long Beach, May 23-26.

Pacific Coast Electrical Association—Annual Convention, June 19-22.

FIGURES

BANK CLEARINGS AND BUILDING PERMITS FOR MONTH OF FEBRUARY, 1923

| | Bank Clearings | | Building Permits | |
|----------------------|----------------|---------------|------------------|-------------|
| | 1923 | 1922 | 1923 | 1922 |
| San Francisco | \$590,400,000 | \$494,800,000 | \$ 3,278,676 | \$2,830,991 |
| Los Angeles | 475,974,000 | 338,156,000 | 12,080,310 | 7,579,798 |
| Oakland | 55,885,015 | 44,585,928 | 1,975,205 | 1,424,772 |
| Sacramento | 20,294,953 | 20,141,329 | 595,178 | 689,297 |
| Fresno | 16,916,217 | 20,284,092 | 428,210 | 819,714 |
| Long Beach | 30,095,141 | 15,244,336 | 3,045,285 | 1,163,334 |
| San Diego | 45,237,695 | 10,682,043 | 730,149 | 490,357 |
| San Jose | 8,865,288 | 7,716,075 | 204,980 | 121,570 |
| Pasadena | 18,716,658 | 13,601,523 | 759,817 | 402,772 |
| Stockton | 9,149,500 | 7,370,000 | 371,560 | 134,428 |
| San Bernardino | 6,431,465 | 5,365,486 | 174,900 | 110,619 |
| Bakersfield | 3,727,646 | 4,017,820 | 348,589 | 151,239 |
| Modesto | 2,647,392 | 2,639,063 | 69,860 | 80,965 |
| Riverside | 2,922,937 | 2,460,382 | 109,335 | 37,856 |
| Santa Rosa | 1,916,569 | 1,487,565 | 109,280 | 39,891 |
| Whittier | 2,161,221 | 1,294,496 | 471,521 | 121,495 |

CALIFORNIA GRAIN ON HAND

The following table shows the stocks of grains in the hands of California farmers on March 1, 1923, 1922 and 1921 as determined by the Crop Reporting Board of the Bureau of Agricultural Economics from reports of its correspondents and agents.

| | 1923 | 1922 | 1921 |
|------------------------------------|--------|--------|---------|
| CORN—On farms March 1, tons..... | 46,760 | 44,055 | 59,085 |
| Per cent of crop..... | 40 | 39 | 46 |
| WHEAT—On farms March 1, tons..... | 27,540 | 12,323 | 52,174 |
| Per cent of crop..... | 6 | 5 | 18 |
| OATS—On farms March 1, tons..... | 5,888 | 5,859 | 11,160 |
| Per cent of crop..... | 7 | 10 | 15 |
| BARLEY—On farms March 1, tons..... | 61,920 | 61,479 | 122,906 |
| Per cent of crop..... | 7 | 9 | 19 |

FOR THE UNITED STATES

The amount of corn on farms March 1, 1923, was about 1,087,412,000 bushels or 37.6 per cent of the 1922 crop, against 1,305,559,000 bushels or 42.5 per cent of the 1921 crop on farms March 1, 1922.

The amount of wheat on farms March 1, 1923, was about 153,134,000 bushels or 17.8 per cent of the 1922 crop, against 134,253,000 bushels or 16.5 per cent of the 1921 crop on farms March 1, 1922.

The amount of oats on farms March 1, 1923, was about 421,511,000 bushels or 34.7 per cent of the 1922 crop, against 411,934,000 bushels or 38.2 per cent of the 1921 crop on farms March 1, 1922.

The amount of barley on farms March 1, 1923, was about 43,592,000 bushels or 23.4 per cent of the 1922 crop, against 42,294,000 bushels or 27.3 per cent of the 1921 crop on farms March 1, 1922.

CALIFORNIA PROPERTY VALUES AND INDEBTEDNESS

The following is prepared by the Controller's Department and represents total figures of the counties of California for the year 1922:

| | |
|--|-----------------|
| Number of acres of land assessed..... | 50,372,032 |
| Value of real estate..... | 2,354,169,919 |
| Value of improvements on real estate..... | \$1,084,484,819 |
| Value of personal property..... | 707,273,454 |
| Money and solvent credits..... | 55,447,811 |
| Value of non-operative property..... | 4,201,376,003 |
| Value of property assessed on operative roll..... | 636,290,331 |
| Total value of property as returned by auditors..... | 4,837,666,334 |
| Value of railroads as assessed by State Board of Equalization..... | 298,318,229 |
| Grand total of all property..... | 5,135,984,563 |
| Funded debt..... | 117,001,300 |
| Floating debt with estimated interest..... | 2,219,995 |
| Total county indebtedness..... | 119,221,295 |

SOUTHERN CALIFORNIA EDISON

Some idea of the growth and progress of California business in recent years is reflected in the Southern California Edison Co.'s annual report for 1922, which was made public by President John B. Miller. In the twelve-year period, from 1910 to 1922, the company's gross earnings increased from \$3,800,000 to \$16,982,000.

The increase in demand for electric light and power for residential, agricultural and industrial purposes has necessitated an increase of more than 500 per cent in capital investment. The company's water power plants and distributing properties now represent a total investment of \$152,000,000 as compared with a total investment of \$23,000,000 in 1909.

The capital expenditures for the year were \$24,129,652 and consisted of work on new water power plants, transmission lines, substations and distributing systems.

COMPARATIVE CROP PRODUCTION

Of only secondary importance to California's wonderful growth in value of her crops, is the fact that the tonnage of field and fruit crops produced in 1922 was the greatest on record. Field crops last year totaled 5,357,475 tons, while fruit touched the 2,774,114-ton mark. The following table is interesting because it shows, not only the enormous production of our various products, but also the increase in nearly every case over the previous year:

| Crop | 1922 production | Com. 1921 Pct. |
|----------------------------|-----------------|----------------|
| Corn, bush. | 4,176,000 | 102.9 |
| Wheat, bush. | 15,308,000 | 183.2 |
| Oats, bush. | 5,250,000 | 138.9 |
| Barley, bush. | 36,864,000 | 124.1 |
| Sweet potatoes, bush. | 880,000 | 91.7 |
| Potatoes, bush. | 10,260,000 | 99.0 |
| Rice, bush. | 8,260,000 | 113.3 |
| Hay (tame), tons.... | 5,059,000 | 101.1 |
| Hay (wild), tons.... | 176,000 | 95.7 |
| Hops, lbs. | 14,760,000 | 98.4 |
| Beans, bush. | 4,778,000 | 132.1 |
| Cotton lint, lbs. | 40,562,000 | 112.3 |
| Sorghums, bush. | 4,160,000 | 95.9 |
| Sugar beets, tons.... | 441,000 | 42.2 |
| Onions, bush. | 2,298,000 | 102.8 |
| Vegetables, cars.... | 27,738 | 103.9 |

Fruits

| | | |
|----------------------------|------------|-------|
| Apples, bush. | 7,656,000 | 117.8 |
| Peaches, tons | 420,000 | 135.5 |
| Pears, tons | 125,000 | 145.3 |
| Prunes, tons | 95,000 | 95.0 |
| Apricots, tons | 120,000 | 120.0 |
| Oranges, boxes | 16,500,000 | 126.9 |
| Lemons, boxes | 4,500,000 | 111.1 |
| Raisins, tons | 220,000 | 151.7 |
| Grapes (wine), tons. | 220,000 | 135.5 |
| Grapes (table), tons. | 240,000 | 114.3 |
| Cherries, tons | 12,000 | 92.3 |
| Plums, tons | 46,000 | 109.5 |
| Olives, tons | 5,400 | 65.9 |
| Figs, tons | 12,000 | 125.0 |
| Almonds, tons | 8,000 | 133.3 |
| Walnuts, tons | 27,000 | 138.5 |

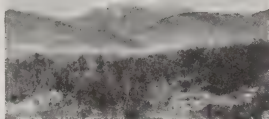
There was constructed during the year at the yards of the Bethlehem Shipbuilding Company and of the Union Construction Company on San Francisco Bay two 20,000-ton freighters, one Diesel electric motor ship of 1000 tons, an oil barge of 1090 tons, and an 812-ton cutter.

OIL SHIPMENTS

California oil—refined and crude—shipped to the Atlantic Coast during February amounted to 1,096,000 barrels, as against 807,000 barrels in January, according to the American Petroleum Institute's figures. Crude oil productions for the week, ended March 10, showed a further increase to 635,000 barrels, a gain of 5000 barrels over the two preceding weeks.

Gross crude oil production in the United States was brought up to 1,801,000 barrels in the week, ended March 10, a gain of 6400 barrels as compared with the previous week.

There were no changes in crude oil prices for the major districts.



Los Angeles

and Vicinity



A MESSAGE OF OPTIMISM

By R. Ellis Wales of The Los Angeles Chamber of Commerce

ANY article sent out from Los Angeles today is bound to carry a message of optimism. Reports on the city "that goes ahead and does things" often sound like pure boast, but when facts stare one in the face there is only one thing to do when requested, note them and send them along. Los Angeles is simply one of the good reasons why California as a whole is attracting the attention of the world. It used to be climate altogether, now it is production and industry. Over 4000 manufacturing plants now functioning in Los Angeles and new ones being added at the approximate rate of two per day.

Increases in mercantile lines, officially noted by the Internal Revenue department of the government, are remarkable. A few instances are: From an attendance of 15,600,000 the theaters of the city paid to the government taxes based on receipts of \$2,700,000, an increase of 45 per cent. Auto truck manufacturers' excise tax showed an increase of 300 per cent. In the candy industry, with the tax reduced from 5 to 3 per cent, the receipts were 17 per cent larger than when at the larger percentage, and the sales of candy were 94 per cent greater, the total being \$1,371,500. Jewelry manufacturers' sales amounted to \$3,000,000, an increase of 40 per cent. And so on down the line.

Building has started the year 1923 with indications of another breath-taking total for the year. The more than \$121,000,000 in building last year seemed to have been the climax but now experts are telling us that the total figure for this year may reach from forty to sixty millions more.

January permits totalled close to 4700 and the valuation of \$11,258,517 was over three and a quarter million more than in January, 1922, with the buildings exclusively for dwelling purposes being valued at \$7,361,862. This was 65.5 per cent of the month's total. The factory, industrial and other commercial buildings, not counting office buildings, kept pace with this by totalling approximately \$2,000,000. To continue statistics a bit further, in the dwelling list it is interesting to note that 1559 permits were for single, permanent homes, amounting to \$3,864,767.

We can boast of but about twelve years of active functioning of our harbor yet, while strenuous efforts are being made to dredge and widen the inner harbor and to extend the great breakwater at least five miles, the efforts of the Los Angeles Chamber of Commerce have resulted in reaching as many world ports as the capacious and historic old port of Boston. Both cities sending its exports to eighty-seven foreign ports, Los Angeles just lack-

ing 67,484 tons of equalling Boston's foreign shipments.

These are statistics obtained from the research department report of the United States Shipping Board, by Director R. T. Merrill. Characteristic of government reports, the Los Angeles Chamber has just received the government report for the fiscal year ending June 30, 1922.

Los Angeles—Permit has been granted the San Gorgonia Power Co. of Los Angeles to appropriate water from the Whitewater River in San Bernardino County to develop 4914 t. h. p. at an estimated cost of \$298,953.

Orange—Southern California Edison Co. has let contract to the California Wire Company of Orange for two million pounds of wire and cable totaling \$400,000. The L. A. railway has placed an order with the same firm for \$40,000. The latter consists of 1½-inch transmission cable.

San Pedro—The Los Angeles Lumber Products Company expects to start operations at their plant comprising a saw and planing mill, box factory, dry kilns, etc., on substantially one-half of the seventy acre site of the Los Angeles Shipbuilding and Drydock Corp. in the West Basin of the Los Angeles harbor.

The company will operate its own transportation system of three steel lumber schooners from its Graham Island, B. C. property.

Los Angeles—Llewellyn Iron Works will furnish and erect structural steel for a \$180,000 addition to the Los Angeles assembling plant of the Ford Motor Company.

Arvin—Southern Pacific Railway has sought permission of the Interstate Commerce Commission to build a new line nineteen and a half miles long between a point on its main line below Bakersfield at Magenda station to Arvin, Kern County, the center of a new agricultural district now without railroad facilities.

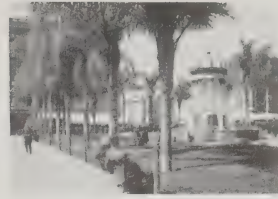


A typical California irrigation dam



San Diego

from the Pacific to the
Colorado



CALIFORNIA'S FIRST MISSION

TO San Diego goes the distinction of being the site of the first mission to be founded in California. Mission San Diego de Alcalá was formally dedicated on the 16th day of July, 1769, and was the first of eleven that came into existence under the supervision of Father Junipero Serra during the period of sixteen years that followed. Ten more were established during the next thirty years, making twenty-one in all.

San Diego de Alcalá was started at the mouth of the San Diego River, but was later moved to its present site near the timbered mountains about five miles from the present city. This mission was the base for the founding of all the other missions. Here the first Indian was baptized.

In accord with the founder's plan, the missions were located at points so that a day's journey only separated each from its nearest neighbor. The roads connecting them were trails merely, following courses that were selected because they presented fewer obstacles to travel than other routes that might have been taken. Traffic between the missions, after they had once been established, was very light, and consisted largely of horseback-riders and pedestrians. It was these trails from mission to mission which, considered collectively, were known as El Camino Real—The King's Highway.

California, the province of Spain, fell under Mexican rule, and during the rule of the Mexican governors the mission system was destroyed. Surviving it, however, are some of the mission structures in various stages of preservation, or decay, and The King's Highway. For El Camino Real of the padres is, with notable improvements, the Camino Real of motorists today, the main artery of California's highway system extending from San Diego to the northern sections of the State.

San Diego—Residents of Del Mar-Cardiff district, owners of 9000 acres of agricultural land, have organized the Santa Fe Irrigation District, a project promoted by Col. Edward Fletcher. A bond election will be held to finance the district and later a contract will be signed with the San Dieguito Mutual Water Company to furnish water, which will be piped to every forty acres.

San Diego—The Santa Fe Railroad has secured right of way and will start work soon on line from San Diego to Phoenix, through San Felipe Pass to Indio and El Centro.

San Diego—The city council has authorized the harbor commission to contract with C. W. Staniford of New York to furnish plans for the development of San Diego harbor.

COACHELLA DATES PRAISED

AN interesting letter from G. F. Weeks of Washington, D. C. recently written to W. L. Paul of Coachella speaks very highly of Coachella Valley dates. Mr. Weeks' letter is quoted in part as follows: "It was indeed a pleasure to enjoy such fruit; the product of what, some 45 years ago when employed on a San Bernardino paper, we were accustomed to refer to as the utterly worthless and useless Colorado Desert! . . . Some day I hope to pay your section a visit, possibly on another Date Celebration Day, and shall have the pleasure of telling you face to face what I think of the enterprise of people like yourself, who had the courage to undertake the development of the "lowest down place on the face of the earth!"

LETTUCE SHIPMENTS TOTAL 4149 CARS

INTERESTING facts are contained in the statistics published in the report to the board of supervisors of Imperial County by F. W. Waite, horticultural commissioner. During the month of February, 1,402,625 grape cuttings were inspected and passed into the county, while 224,200 grape cuttings were inspected and shipped out of the county. The lettuce shipment up to March 1 totaled 4,149 cars for the season.

The following horticulture articles were shipped into the valley:

Eight hundred and twenty-nine thousand one hundred and thirty-one rooted grape vines, 237,450 strawberry plants, 86,000 asparagus plants, 11,406 Athel cuttings, 2140 grape fruit trees, 1278 ornamental plants, 1500 dewberry plants, 2200 eucalyptus trees, 5000 fig cuttings, 549 blackberry plants, 200 loganberry plants, 323 trees, 386 fig trees, 228 apricot trees, 402 plum trees, 124 pear trees and 100 prune trees.

Calipatria—Southern Pacific Railway has started work on construction of the new Holtville branch to connect with line at Calipatria.

PROTESTS STATE BUDGET

THE California White and Sugar Pine Manufacturers Association through its secretary-manager, C. Stowell Smith has urged the Governor to call a consultation of forestry experts and those whose interests are identified with the lumber industry with a view of revising the budget. They protest the abandonment of the State Board of Forestry's fire prevention work and other features of the proposed budget.



San Francisco and the Bay District



CITY'S RAPID GROWTH CALLS FOR STUPENDOUS PROGRAM

San Francisco has opened another wondrous chapter of romantic achievement. It is a tale of prodigious progress—a record of proposed development under an annual building program in excess of \$100,000,000.

And it comes as a sequel to that miraculous recovery from the great devastating fire of 1906. Then, as if by magic of a fairy's wand, San Francisco sprung from ash and ember beauteous and full grown.

To cover the shortage and meet her new growth San Francisco is called upon in these surveys to build as never before; to build for at least four years at the rate of \$100,000,000 a year.

And San Francisco has heard—yes, even anticipated—this call. How magnanimously is indicated by a list of thirty projects for 1923. Total cost of the twenty-eight projects will exceed \$55,000,000.

Last year San Francisco expended \$45,000,000 in new building. As John P. Horgan, chief city building inspector, observes, more than \$1,000,000 for each of the city's forty square miles. And last year's total doubled the expenditure for 1921. It surpassed any year's total excepting \$50,000,000 in 1907, the reconstruction period of the fire.

Million-Dollar List

But only the fine type and permanency of construction and the immensity of program is indicated in this "million-dollar list." So comments the "Pacific Builder" in announcing it. And San Francisco's entire building program for 1923 is a matter of speculation at dizzy financial heights.

There is, however, a vast amount of construction, already announced, but of a different type. There are homes galore—entire streets of them—flats, factories, hotels, stores, apartments and buildings of every purpose now under construction or planned. Their tremendous costs, and among them are single buildings costing as much as \$750,000, will add tremendously to the \$55,000,000 total.

San Francisco's 1923 list of million-dollar building projects follow:

| | |
|--|-------------|
| San Francisco city schools (bonds already voted) | \$2,000,000 |
| City Relief Home, now authorized | 2,000,000 |
| Civic Center Hotel, 16-story, Hyde and Market | 3,000,000 |
| Huntington Apartments, 9-story, Hyde and California | 1,300,000 |
| William Fitzhugh, 9-story office building, Post and Powell | 2,500,000 |
| Elks' Club, 13-story, Post near Powell | 1,000,000 |
| Spring Valley Company, 7-story, Mason and Derby | 1,000,000 |
| Western States Life Insurance Co., 15-story addition, 6th and Market | 1,000,000 |

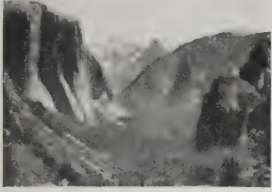
| | |
|---|-----------|
| Greek Cathedral, Pierce near Fell | 1,000,000 |
| Matson Navigation Co., 15-story office building, Main and Market | 2,000,000 |
| Pacific Gas and Electric Co., 16-story office building, Beale and Market | 2,000,000 |
| Masonic Hospital | 1,000,000 |
| National League, women's club-house, Post near Powell | 1,000,000 |
| Women's Hotel, 9-story, Sutter and Mason | 1,000,000 |
| Federal Reserve Bank, 7-story regional headquarters, Sacramento and Battery | 2,000,000 |
| Washington Apartments, 9-story, Washington and Gough | 1,000,000 |
| Crosswings Apartments, 9-story, Sacramento and Mason | 1,500,000 |
| McAdam Apartments, 10-story, Sacramento and Mason | 1,500,000 |
| Francisco Apartments, 10-story, Sacramento and Powell | 1,500,000 |
| Army and Navy Y. M. C. A., Howard and Embarcadero | 1,000,000 |
| Standard Oil Co., 22-story office building, Bush and Sansome | 4,000,000 |
| Clift Hotel, 14-story annex, Geary and Taylor | 1,500,000 |
| State Building, 4-story office building, Polk and McAllister | 1,500,000 |
| Spreckels Legion of Honor Memorial, Lincoln Park | 2,000,000 |
| U. S. Marine Corps Hospital, 1st and Brannan | 3,500,000 |
| Federal Post Office, Market and Embarcadero | 3,500,000 |
| Rousseau Department Store, 8th and Market | 1,385,000 |
| Whitcomb Hotel, additional 750 rooms, 8th and Market | 2,000,000 |

Hollister—Leila Stodard Butler, is having plans drawn for an \$85,000 home—of Spanish architecture, which is to be erected on her large holdings in the Gavilan Range near the old town of San Juan Bautista in San Benito county.

Oakland—The contract for the structural steel to be used in the construction of the Moccasin Creek Power Plant in the Hetch Hetchy Valley has been awarded to the Union Construction Company. It is expected that fabrication will start in about thirty-five days according to Sidney G. Plummer, purchasing agent for the company.

Emeryville—Property has been purchased and plans are now being prepared for a new factory for the Doble Steam Motors Company. The first unit of the automobile plant will cost \$350,000.

Oakland—The National Lead Company have awarded contract to Dyer Bros. of San Francisco for a structural steel factory building.



San Joaquin Valley and Central Coast Counties



VENTURA NOTES

By A. N. Lovvorn, President, Ventura Chamber of Commerce

Ventura, county seat of Ventura County, is entering 1923 with every prospect for a most prosperous year, based upon analysis of all lines of business and the very splendid financial condition of our banks, farmers and business men.

During 1922 our building permits showed a "residence a day." 1923 is maintaining this record.

The City of Ventura, through the Chamber of Commerce, offers to tourists one of the finest automobile camp grounds in the State.

The Shell Co., Associated Oil Co. and the General Petroleum Corp., operating at our doors, have a production program for 1923 calling for an expenditure of over \$1,000,000.

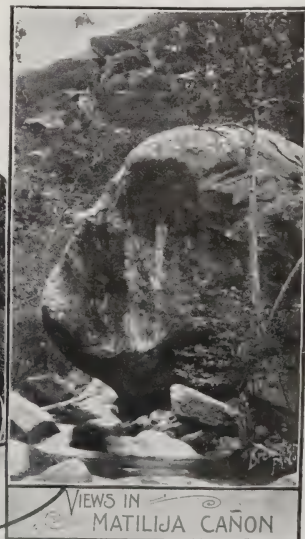
A large acreage of rich land in this section is being converted from bean to walnut and citrus land. Several thousand acres of land are producing two crops a year, a crop of beans and a crop of winter vegetables, which is proving a great success in this county.

Ventura backed by a rich agricultural territory and with good crops from 45,000 acres of lima beans, 14,000 acres of walnuts, 10,000 acres of apricots, 10,000 acres of sugar beets and with several thousand acres each of lemons, oranges and hay and in addition an oil production of 100,000 barrels per month and a tremendous building program must look forward to 1923 for a bountiful harvest.

Stockton—Approximately \$1,500,000 is to be expended in Stockton in 1923 and in the early part of 1924 by the Western Pacific Railroad in the creation of big railroad yards and other facilities. Trackage for one thousand cars is to be provided immediately and will be arranged so as to ultimately handle four thousand cars. Shops and terminal facilities will be included. A car icing plant having facilities for two hundred cars a day is already under construction. The icing plant in connection with the new terminal facilities will handle icing of fruit shipments for the East.

Stockton—Work on the first building of the College of the Pacific group will start in Stockton within a few weeks. The structure will cost \$100,000 and be ready for occupancy by September 15, according to present plans. All of the buildings will be erected before the fall of 1924 to permit the removal of the entire institution to Stockton. A total of \$750,000 has been subscribed for the buildings.

Planada—The State University experimental fig farm has been planted and the Planada Fruit Farms has completed the planting of 65,000 young Kadota fig trees from the Beckwith nurseries. Most of this new planting has already been sold in small acreages. The weather conditions have been exceptionally good for planting and tractors are now at work on the cultivation.



VIEWS IN
MATILIJA CAÑON



Sacramento Valley and Northern California



SACRAMENTO'S GREATEST IRRIGATION PROJECT

Editorial Correspondence

THE fact that upon the irrigation of the lands of the Sacramento Valley depends to a great extent its growth and prosperity, has been the motive behind many of the ablest minds in the State of California, in an effort to utilize the waters of the Sacramento river and to create storage, at the lowest possible cost, for the irrigation of these lands. It gave rise to the efforts to arouse the interest of the Federal government in the Iron Canyon project, and was the moving incentive which built the Orland project, and is the foundation of a new and greater project, the formulation of which has just come to light and which has been under consideration, and in the course of preparation, in a quiet way, for the past three years.

The new proposal, which is practically assured as ready for immediate physical work, will be the greatest irrigation project ever contemplated in the Sacramento Valley, making water available for the irrigation of about 400,000 acres of land. The water is to be utilized in the watering of the dry lands of the Sacramento Valley, lying on the western side of the Sacramento river from Red Bank creek, in Tehama county, south down through Glenn, Colusa and Yolo counties, and at a cost far below that estimated for the Iron Canyon project.

The diversion of water for irrigation from the Sacramento river has assumed such proportions that after July 1, in each year, water for irrigation of the lands in the valley must be stored during the winter months and released as needed. The question then arises, "Where can this water be stored at the lowest cost per acre foot and do the least damage by the inundation of the least area of the valuable lands in the valley area?"

Paralleling the Sacramento river drainage in Shasta county, near the town of French Gulch, and separated by a mountain range, there flows westward to the ocean, in Trinity county, the Trinity river, draining a fan-shaped area of over 700 square miles and which area lies at an elevation of from 2000 to 9000 feet, and admitted to be one of the wettest drainages in the State. Ten years' daily measurements of the stream flow show a runoff at Lewiston in excess of 1,250,000 acre feet per year. About nine miles above the town of Lewiston the Trinity river passes through a natural dam site and here it is proposed to construct an impounding dam which will form a reservoir that will hold in excess of 1,000,000 acre feet of water. From this point a tunnel less than six miles long will carry this water eastward, to be emptied

into Clear creek, in Shasta county, which forms a part of the Sacramento river drainage area.

The elevation of the tunnel diversion on Trinity river will be at 2050 feet and at the point of release into Clear creek the elevation will be 1350, creating a fall of 700 feet.

The water will flow down Clear creek to what is known as the Whiskeytown reservoir, which reservoir will have a storage capacity in excess of 250,000 acre feet. This great reservoir will store water for the peak demands of the irrigation districts in the Sacramento Valley. Water will be taken from this reservoir at an elevation of 1200 and released into the Sacramento river at an elevation of 500 feet.

The Sacramento river will thus become a common carrier, conveying the water to the mouth of Red Bank creek, in Tehama county, where a gravity diversion will be installed. The elevation at this point is 235 feet. From here a gravity canal will convey water to all the lands lying below this elevation and will pass about three miles east of Corning. This main canal will run along the low line survey and finally join the old high line survey of the Iron Canyon project of the Federal government, at a point about five miles northwest of Artois, thence down the valley and irrigating all the good agricultural territory, in Glenn, Colusa and Yolo counties.

Also in order to furnish water for the irrigation of the lands lying above an elevation of 235 feet, a pumping plant will be installed near Red Bank creek. This station will boost the water to what will be known as the high line canal, which will be located near the line of the old Iron Canyon survey and will take in all the good agricultural lands in Tehama county, on the west side of the Sacramento river, which cannot be served by the gravity canal.

OROVILLE-WYANDOTTE IRRIGATION DISTRICT

THE state division of water rights has recently issued water appropriation permit to the Oroville-Wyandotte Irrigation District for irrigation of 31,463 acres in and adjacent to the district. Permit provides water from the South Fork of the Feather River in Plumas County; from Lost Creek in Butte County; from New York Flat and Dry Creek in Yuba County. Estimated cost is placed at \$4,372,148.

Oroville—Wyandotte Olive Growers' Association will construct an olive packing plant at a cost of \$90,000 on a twelve-acre site north of the Standard Oil plant. Grading operations have been started.

LIQUID STONE

(Continued from Page 11)

thence through crushing, grinding, burning, re-grinding, storing, sacking and shipping operations, with painstaking laboratory tests at every stage of the process until the raw material is converted into the perfected impalpable powder known as cement; he would indeed find it an amazing journey in which the most exacting scientific principles are applied, and costly machinery and great quantities of supplies and much labor are required in handling vast volumes of materials of little or no value to mankind in their primal form. As an example of this volume in the quarrying operations alone, it requires more than 600 pounds of raw materials, exclusive of fuel and dynamite, to produce a barrel (376 pounds) of Portland cement; in 1921 the industry used 14,000,000 pounds of dynamite for blasting purposes.

Follow the course of one massive boulder, from the quarry to the sack; perhaps it is as large as a piano, weighing a ton or more. Lifted by a huge steam shovel onto a dump car, it moves to the mill and is tumbled with others of its kind into a gigantic "coffee-grinder," the first step in the pulverizing process. This giant crusher may weigh more than 400,000 pounds and its vibration as it crunches the rock makes the very earth tremble. The rock fragments ejected pass through several grinding and crushing operations, being reduced when ready for the kilns, depending upon the process used, to either a wet slurry or dry powder so fine that 85 per cent will pass through a sieve with 40,000 openings to the square inch, a screen that will actually hold water not forced through.

Coal used for fuel must be dried and ground to fine dust, since a temperature ranging from 2500 to 3000 degrees Fahr. must be reached in the kiln to fuse the raw materials into cement-producing clinker, and coal thus finely powdered affords a much hotter and more readily directed flame and more perfect combustion. At the lower end of the kiln, often 240 feet from the entrance point of the prepared raw material, the white-hot clinker balls of glass-like hardness, the size of walnuts or smaller emerge. After cooling, a small percentage of gypsum is added to the clinker and it is reground; the resultant finished product is finally again subjected to the sieve test above described, through which at least 78 per cent must pass to meet the standard which makes it marketable as Portland cement. The products of many American plants exceed standard requirements, which "standard" merely represents the minimum degree of perfection permissible—not the maximum degree of perfection attainable.

If the astral body of Joseph Aspdin has sustained this startling array of facts and figures he might be granted a passing glimpse of some of the great engineering accomplishments made possible only by the scientific development of his original patent. A bird's-eye view of a land where cement has been scientifically utilized would show magnificent cities whose arteries of traffic glistened white with easy-to-walk-and-ride-on concrete pavement, with towering monolithic or block-built office buildings and manufacturing establishments, with tiny spaces of parkland whose

natural beauties were made more attractive by concrete swimming-pools, playgrounds, tennis courts and pergolas draped in vines; a smiling country-side dotted with stock barns, silos, pools, drainage canals, watering troughs and dams; ribbons of "white" highways linking the mines, the oil fields, the farms, the dairies, with city markets; the foaming torrents of great rivers bridged with concrete, confined within their banks by concrete revetments and supplying limitless power for the benefit of mankind, while the overflow, conveyed into miles of concrete pipe or concrete-lined races, served to make one-time deserts fruitful; concrete tunnels and trestles, affording safe and speedy transportation through mountains and valleys alike; all these impossible of achievement without the aid of cement, that marvelous product of patient research and scientific manufacture which makes the builder's dreams come true.

A NOVEL CALIFORNIA EXHIBIT

SINCE April 4, 1905, the Children's Pets Exhibition has annually benched shows to the delight and interest of its patrons and enthusiasts. This year's show will be held on March 27 and 28 in Dreamland Auditorium in San Francisco. Prizes and trophies will be awarded in all classes and the liberal number of entrants indicates that this year's exhibition will eclipse former shows.

The Society for the Prevention of Cruelty to Animals will bench, feed and care for all exhibits without any expense to the exhibitors. Well known experts in their respective fields will officiate as judges. The committee in charge of the exhibitions includes Frederick W. D'Evelyn, superintendent; Matthew McCurrie, secretary; E. C. Hutchinson, George U. Hind, Frank H. Harris and John A. McGregor.

"A child without a pet is like a flower without the sunshine." Dr. D'Evelyn declared that among California's best products, the "crop" of her children is ever prime, ever perennial; its claims upon our stewardship is a privilege and a responsibility we should honor as a duty to fulfill.

WEATHER CONDITIONS AND OUTLOOK FOR FEBRUARY, 1923

By Edward A. Beals, Meteorologist

Precipitation during the month was decidedly below normal and most of that which fell occurred between the 8th and the 12th. Notwithstanding the light precipitation, vegetation suffered no great harm though it would be greatly benefited by more rain. Temperatures were below normal during the first half of the month and above normal during its latter half. The cool weather was beneficial in retarding, budding and blossoming of fruit.

Much plowing and seeding of barley was done. Alfalfa is in good condition and it made rapid progress under the influence of the warm, sunny weather during the latter part of the month. Pasturage is adequate in nearly all localities and livestock is in good condition. Lambing was in progress during the month and losses were few because of the warm, dry weather. Many deciduous fruit trees were planted and spraying and pruning were actively pursued. Almonds are in full bloom, and the frost injured some of them, especially in San Luis Obispo County.

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15 ten-acre farms rich level sandy loam soil. Every farm an income producer, all irrigated, on railroad and paved highway, close to Stockton. In the heart of the garden spot of the great San Joaquin Valley. These farms have full-bearing almonds, olives, peaches, prunes, grapes, alfalfa; also produce melons of all kinds, sweet potatoes, beans, corn. A farmer's paradise. Prices range from \$3000 to \$6000 for each ten-acre farm. For terms and prices write me. I also have large acreage of improved and unimproved ranches of all descriptions throughout central California.

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You own the land and we care for it and harvest the crop and credit your purchase price. We take our pay out of the crops in case of your death. We consider it the best kind of insurance for your family.

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Clarkadota Fig Plantations sold on terms. The purchase price of \$650 per acre includes all care and cultivation for six years, and the crops harvested during that time should return your investment. We do not hesitate to say that one of our Clarkadota Fig Plantations, two miles from Stockton, is the best bargain in California.

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Development

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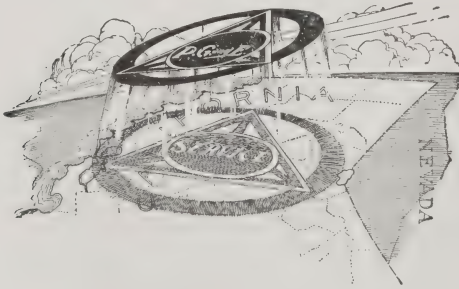
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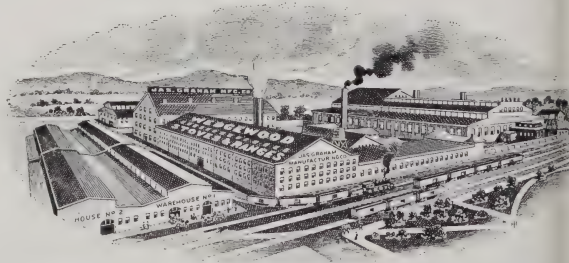
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- It can be bought for its productive value and on easy terms.
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- It has been approved by the State Real Estate Commissioner under the act of the Legislature as amended June 3, 1921, providing for report on colonization subdivision.
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California Journal of Development

APRIL, 1923

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California Journal *of* Development

Formerly CALIFORNIA DEVELOPMENT

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VOLUME XIII

APRIL, 1923

NUMBER 5

CONTENTS

| | | |
|---|---------|---|
| Recent Views of California Metropolises | - - - - | 6 |
| The Perpetuation of Our Redwoods <i>By Luther W. Rood</i> | - - | 7 |
| Marketing Solved by Refrigerator Ships | - - - - | 8 |
| Westward the Course <i>By R. Berkeley</i> | - - - - | 9 |
| The State Grain Terminal | - - - - | 9 |
| Notes on Fruit and Field Crops | - - - - | 10 |
| REAPPORTIONMENT FAVORED | 11 | LOS ANGELES AND VICINITY..... 14 |
| NEW BUILDING LAWS..... | 11 | SAN DIEGO, FROM THE PACIFIC TO THE COLORADO... 15 |
| THE SANTA CRUZ DRIVE..... | 11 | SAN FRANCISCO AND THE BAY DISTRICT..... 16 |
| EDITORIAL, COMING EVENTS..... | 12 | SAN JOAQUIN VALLEY AND CENTRAL COUNTIES... 17 |
| FIGURES | 13 | SACRAMENTO VALLEY AND NORTHERN CALIFORNIA.. 18 |

Published Monthly by the CALIFORNIA DEVELOPMENT ASSOCIATION
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RECENT VIEWS of CALIFORNIA'S METROPOLISES



CALIFORNIA JOURNAL of DEVELOPMENT

The Perpetuation of Our Redwoods

By LUTHER W. ROOD

Assistant Managing Editor of the "San Francisco Journal"

WHEN Sequoyah, the Cherokee redskin, laboriously conceived the alphabet which later his tribesmen diligently employed to inscribe their messages and legends, little did the aborigine dream that his name would go down to posterity forever linked with that giant of the forest, the California Redwood.

Yet this has occurred and today *sequoia sempervirens* is assured perpetuation not only because its giant members are recognized as one of the Golden State's major attractions and features of beauty but for the added and substantial reason that those who have utilized its remunerative wood are to restore in generous measure what has been taken.

Pioneers of the gold years probably gave no thought to the day when the preservation of these towers of sylvan grandeur would receive the serious attention of the very men who in following decades invaded the vast silences of the evergreen forests and by dint of hard work and much capital made use of Nature's gift that a great State might build thousands upon thousands of cozy homes and construct an economical housing for its trade and commerce.

But that day is here and both nature-lover and lumberman are found hand in hand, aided by forest expert and scientific researcher, planning a permanent and extensive program under which the California Redwood is assured to posterity as a never-ending contributor to the State's wealth and the State's attractions.

In other words the redwood has shown its proclivity to re-produce in an amazing degree and

within the span of the life of man. This is to state that a new forest, commercially worth while as a means of producing merchantable timber, will replace itself on cut-over areas if proper attention is given to the nursing of sprouts augmented by setting out young trees to assist nature in starting afresh.

Realizing this we find the California Redwood Association, composed of the leading redwood area owners and manufacturers, embarking on a comprehensive re-foresting program under direction of a former government forestry man.

Announcement of this policy brings to light the fact that growing within the State are now millions of young trees which are to be set out in the more desirable cut-over districts where, forestry students declare, it may be expected that within sixty years a stand sufficient to produce upwards of 100,000 board measure feet per acre, will have reared itself.

Proof aplenty that this figure is not speculative is visually afforded in various parts of the redwood area extending from Monterey county to the northern California line. Circled about stumpage, as recent as the late seventies, are found trees ready for ax

and saw, combined measurement of which would probably quite equal that of the mother giant from whose roots or trunk they sprang.

If there be skepticism over the conclusions anent this amazing ability of re-production, one need but turn to the records of the University of California where for some years an intensive study has been made of the redwood problem.



Among the Humboldt Giants — Courtesy "American Forestry," Washington, D. C.

Here is found no less an authority than Woodbridge Metcalf, associate professor of forestry, fearful that his findings may not be accepted by the layman, prefacing his statements with the sentence "the story of redwood reproduction reads like a fairy tale." This same authority, in telling of the second growth he found had occurred in Mendocino county on the banks of the Red River, revealed further apprehension when he reported that his calculations showed a growth of 137,416 board feet with the trees only 48 years old. "Just another one of those California exaggerations," he commented at the time might be the remark of the uninitiated. Yet since his discovery of the Red River plot similar plots have been found and measured, fully supporting the correctness of his computations.

Estimates of the original growth of redwood within the State show that probably one hundred billion feet were standing when the gold-seekers came. Today there remains about seventy-billion feet of this virgin forest covering some nine hundred thousand acres, denoting that about one-

quarter of the native stand has been utilized or burned. If there were no extensive reforestation steps taken this would last from seventy-five to one hundred years at the present rate of lumber production.

The first replanting, under auspices of the redwood association, is to take place at once, when about two million young trees are to be reset under the direction of Major D. T. Mason who has been made head of the reforesting department. Indications are that the California redwood region will soon present to the world the largest demonstration of forest management on a reproduction scale ever conceived in history.

This means a sustained taxable wealth in areas where otherwise there would result a material loss; an assured production of redwood lumber, now a recognized world commodity; a guarantee that climatic and moisture preserving conditions will remain balanced and a promise to the nature-lover that California's wonderful redwoods are to ever rear themselves as integral parts of the Golden State's great out-of-doors.

Marketing Solved by Refrigerator Ships

WITH the enormous increase in the production of fruits and vegetables in California, the problem of marketing the crop has become more and more difficult, particularly the marketing of fresh fruits and vegetables. During the last ten years the value of California products increased 300 per cent, and new orchards and vineyards are being planted in increasing numbers each year.

A recent issue of the bulletin published by the Board of State Harbor Commissioners calls attention to the growing importance of refrigerated cargoes in solving the problem of widening the market for California fruits and vegetables.

The great consuming markets for our products are the thickly populated centers of the Atlantic coast of the United States, the United Kingdom, and North Europe centers, New York and London being the principal distributing centers.

Fruits Reach London in Perfect Condition

The shipment of the harder fruits, such as apples and pears, by refrigerator ships has passed

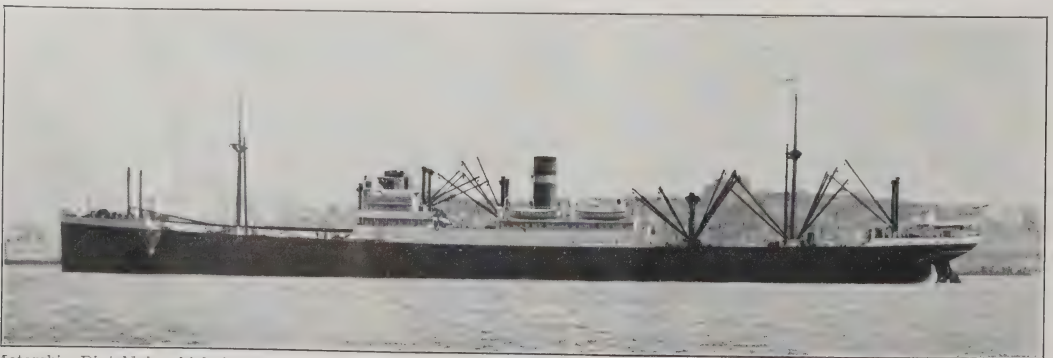
the experimental stage, apple shipments by the all-water route to the United Kingdom having reached the splendid total of 1,250,000 boxes for the season just closed. But the most optimistic booster for refrigerator ship service never dared to hope that such delicate fruits as the peach, plum and prune could be successfully shipped to London in the fresh state and arrive in marketable condition. Yet such are the facts.

Last summer a trial shipment of 1200 boxes of California fresh peaches, 1500 boxes of fresh prunes and 2500 boxes of pears were shipped in refrigerator ships of the Holland-America Line and the Royal Mail Steam Packet Company to London, Liverpool and continental ports and arrived in perfect condition, where they were readily marketed, netting a very handsome profit to the shipper.

Refrigerator Ships Will Relieve Car Shortage

This experiment proves that with proper cooling and ventilating equipment it is perfectly feasible to ship our fresh fruits and vegetables by

(Continued on Page 19)



Motorship Dinteldyk which is equipped with refrigeration space for the fruit trade between Pacific Coast ports and Europe.

"Westward the Course"

By R. Berkeley, of Strassburger & Co.

CALIFORNIANS are so inured to tales of the marvelous that it is causing them barely a flicker of their eyelids to learn that in the not so far distant future, they will be well up the steel ladder, near the bottom of which they are resting unconcernedly now. To many of them, as I know, it will be news that in southern California something like six hundred million tons of iron ore await but the resurrection blast of the smelter to rouse them into a new fury of boosting—boosting that will be as fully justified as all they have done in the past concerning their gold, agriculture, petroleum. We are not modest, we Californians, we have fine lungs—thanks to the good God who gave us our wonderful climate—but we have never said a word about our possibilities that time has not proved an understatement.

Six hundred million tons, well concentrated, easy of access. Three of the deposits within 150 miles of Los Angeles (the Southern Pacific Railroad right there), in Eagle Mountain, Riverside County; another in Cave Canyon, on the Salt Lake Railroad; a fifth at Kelso. Good feeding, too, no mush; high grade, soft, hematite ore of bessemer grade. Surface exposures, as easy to scoop out as gravel out of a bank, with a higher content and a lesser amount of gangue material

to be fluxed. Space prevents me entering into details, but it is admitted that the cost of mining and transporting the ores of southern California will not be even half as much as that incurred in dealing with Lake Superior ores.

The tongue of jealousy asks, "of what use is ore without fuel?" California has answered that question long ago, her white fuel story needs no retelling. The day is not far distant when the fuel on which Pittsburgh, the Lakes, Europe, are dependent, may be relegated to the back-number shelf by the Golden State. Until then there is plenty of good coking coal in Washington and Alaska, in Southern Utah, too, that can be brought to us cheaply enough. I wish I were able to say more about this. I could fill a page—and another with a map for the doubting Thomases.

Financiers are seldom blind to opportunities, and two large corporations are busy developing the new field of industry. The Pacific Steel Corporation and the Columbia Steel Corporation have at their heads the kind of men who never gamble on mere possibilities. Sure of their ground, they are stepping it without hesitation. The age of gold not yet past, the age of steel is opening. Grandpa is pretty sturdy, but the kid will soon be making him wonder if he is growing old.

State Grain Terminal Will Handle 1923 Crop

THE Board of State Harbor Commissioners has begun the erection of a large grain terminal at Islais Creek on the San Francisco waterfront. Work on the foundations was begun in the early part of March and the erection of the necessary buildings, bins, etc., will be rushed to completion.

The most modern and efficient grading and cleaning machinery has been ordered and should be delivered within 30 days. It is confidently expected that the plant will be ready to handle grain at the beginning of the 1923 season, which starts about the middle of June.

The Port of San Francisco is the barley center of the United States, more barley being exported through this port than through any other port in America. In 1921 California produced 14,850,000 centals of barley, valued at \$16,632,000, of which 8,319,400 centals were exported through the Port of San Francisco.

Heretofore practically all this barley had to be handled at the grading and cleaning plants located at Port Costa, necessitating the ships, after discharging their incoming cargoes at the piers of San Francisco, moving 30 miles up the bay to load this grain. This not only entailed a serious loss of time, but a very considerable expense in towage and stevedoring, for it has been the custom to pay railroad fare, time and board to stevedores from time of leaving San Francisco until return. In order to partially relieve this condition, Pier 39 has been used to a considerable extent to handle grain for export when the con-

signments were insufficient to make a full cargo and did not warrant the vessel moving to the upper bay, or when cleaning and grading was not required. Last season some 70,000 tons of grain were handled over this pier but the lack of cleaning and grading machinery at the pier and the greater demand for the space to handle fast freight make it desirable to build and fully equip a new terminal at Islais Creek.

Terminals Served By Three Railroads

The state grain terminal at Islais Creek is admirably located, being directly served by the Southern Pacific, Santa Fe and Western Pacific railroads and by boat or barge from the river districts.

The terminal being a state-owned facility, will be operated under the jurisdiction and control of the Board of State Harbor Commissioners, at rates only sufficient to pay the cost of operation and interest on the investment. All the facilities on the San Francisco waterfront are furnished for the furtherance of the commerce of the port and for the benefit of the producers of the state. They are not operated for profit, and all charges are based on rates that will merely make them self-sustaining; consequently the port and terminal charges are the lowest in the country.

The terminal will be operated for the benefit of all growers and shippers, and it is the purpose of the Harbor Commissioners to treat all its patrons on a basis of exact equality, giving the most efficient service at a minimum cost.

Notes on Fruit and Field Crops

CLEANED from Statewide sources, the California Development Association has furnished the following late reports on California fruit and field crops.

Almonds—During March, growers in the Lodi district have suffered heavy loss from frost in almond orchards.

Apples—California yellow Newton apples on the London market, during late March, sold for \$2.70 to \$3.05 per box. These prices are on the basis of exchange with the shilling, worth approximately 23 cents.

Citrus—Lemons—Shipments from Southern California for the season up to and including April 1, was 2431 cars. Lemon shipments from the southern district to this date last year were 3044 cars. Northern and Central California districts shipped 257 carloads to date. Up to April 2, 1922, the northern and central districts shipped 115 cars.

Citrus—Oranges—Southern California shipments of oranges for the season, up to and including April 1, was 14,860 cars. To this date last year, the southern district shipped 10,790 cars. The northern and central districts have shipped 4970 cars up to April 1 of this year. Seasonal shipments of last year up to April 2 were 4464.

Figs and Peaches—Redding and Red Bluff fruit districts are farther advanced than any other section of the State, according to F. F. Robinson, district manager of the California Peach and Fruit Growers.

Opening prices for 1923 season on figs call for a return of 10 cents a pound on Kadota figs, and 7½ cents on No. 1 Calimyrnas.

Prunes—In the nine months, January to September, 1922, there were exported from the United States 35,200,000 pounds of prunes, as compared with 68,544,000 pounds in the corresponding period of 1921, showing a decline of 48 3/5 per cent. As compared with the corresponding period of 1913, the decline for 1922 was 30 per cent.

FIELD CROPS

Artichokes—Growers in Arroyo Grande and Oceano are realizing fine prices for their crops, which have been shipped lately to New York and Chicago. In the Eastern market the price has been averaging better than \$7 per bushel. It requires about thirteen days to ship a carload of artichokes to New York, but under refrigeration they reach destination in fine shape.

Asparagus—California asparagus sold firm in New York during early April, at \$18-20 per crate.

Beans—The California bean market continues quiet with fractional increases in Bayo, Blackeye, Cranberry, and Kidney. Late quotations, f. o. b. California points, are as follows: Bayo, \$7.25; Blackeye, \$4.65; Cranberry, \$7.60; Kidney, \$7.75; Lima, \$10.75; Pink, \$5.75; Red, \$5.35; Large white, \$7.25; Small white, \$7.25.

Lettuce—Up to the last week of March, three-fourths of this season's crop from the Imperial

Valley was moved, but many shipments will still be made during April. Approximately 5950 carloads had been reported from the valley to March 17, compared with only 2900 to the corresponding time last season.

Onions—California brown onions were quoted at \$10 per 100-pound sack on the Chicago market during the week of March 31. The Coachella Valley will ship approximately 1000 carloads of onions during this season. About one thousand acres are now ready for harvesting.

Potatoes—Local potato markets continue weak, with liberal receipts from Idaho. New potatoes are selling stronger around 12 cents per pound.

Rhubarb—San Leandro's rhubarb production season is expected to be closed during the end of the present month.

Tomatoes—Liberal stocks of Mexican tomatoes are selling with Florida stocks in the California markets. Imperial tomatoes are now being received regularly.

OIL EXCEEDS VALUE OF GOLD SINCE 1848

THE relative position of petroleum in California is indicated by the following estimates of 1922, and, strange as it may seem, by the end of the present year the total value of California's oil products probably will exceed the aggregate value of all gold mined in the State since the day it was discovered in 1848.

| | |
|--|---------------|
| Total value of citrus fruit in 1922..... | \$ 71,300,000 |
| Value of Wheat in 1922..... | 17,604,000 |
| Gold produced in 1922..... | 15,000,000 |
| Total agricultural products, 1922..... | 397,820,000 |
| Total oil production (139,000,000 bbls.) in 1922..... | 191,000,000 |

During 1921-22, new fields of great productivity were discovered, and the flood of oil therefrom challenged the capacity of the then existing facilities. Prices were cut to stem the rising tide. Pipe lines, steel and concrete storage tanks were constructed to meet the exigencies, but the oil continued to flow in ever-increasing volume. The big units curtailed their pumping and closed in their wells, but hundreds of small producers had entered the business. They greedily had acquired lease after lease under stipulation of continuous drilling regardless of market conditions, and of facilities for handling their output. They drilled on small town lots, and crowded their operations so close together that derricks almost touch each other. Hence, the daily production climbed from 355,000 barrels in June, 1922, to more than 630,000 barrels in March, 1923. If that rate of increase continues, it is doubtful if the oil can be conserved. But Mother Earth can not be expected to fill all those wells for any material length of time, and the flush production even now may be passing.

Reapportionment Favored

THE California Development Association, while believing that the State should adopt some method of representation that will guard against legislative power becoming centered in the hands of metropolitan areas, urges upon the legislature the necessity of complying with the existing mandate of the constitution in carrying out a reapportionment based on the last Federal census.

The resolution commends to the legislature the present measure on reapportionment that is now pending and petitions that on its passage a constitutional amendment be submitted to the people that will establish a procedure by which the interests of all sections may be adequately represented. The following is the resolution:

Whereas, the State constitution of California provides for legislative reapportionment based on population as shown by the Federal census, and

Whereas, there is now before the State legislature a measure providing for such reapportionment based on the decennial census of 1920,

Now, therefore be it resolved by the California Development Association, that it urge upon the legislature the importance of compliance with this mandate of the constitution without further delay.

Be it further resolved that the California Development Association take this occasion to record the belief that there is danger to the future welfare of the State in a legislative apportionment plan that might place a preponderance of legislative power in the hands of representatives from the great centers of population, thus depriving the other sections of the State of an effective voice in representative government.

Therefore, be it further resolved that immediately following the reapportionment now made mandatory by the constitution, we strongly urge the presentation to the people of a constitutional amendment which shall establish a procedure by which the citizenship and the community interests of all sections of the State may be adequately represented.

New Building Laws Should Pass

BUILDING activities are steadily increasing in spite of the fact that California is burdened with a number of conflicting building laws which are confusing to the prospective home builder. State Senator Burnett's bill number 29 will be welcomed as law by those interested in seeing our building permit figures show further increase. As an example of the workings of present laws, a three-story frame apartment building is limited to thirty-six feet in height. This limitation presents a real problem to the architect in designing a building with the regulation nine-foot ceilings with sufficient joist support and still permit space for head room in a basement suitable for garage purposes.

Supported by the State's Housing and Immigration Commission and Chambers of Commerce, the bill contains no drastic changes from present laws and should receive favorable action at the hands of the present Legislature. It will be the means

of stabilizing the chaotic building regulations now present in the State.

SANTA CRUZ CHAMBER EXPANDS

THE recent expansion drive of the Santa Cruz Chamber of Commerce, conducted by the California Development Association, resulted in the increase of membership from two hundred to seven hundred members. Through the expansion drive just closed, the annual revenue of the commercial organization was increased from approximately twelve thousand to twenty-five thousand dollars. The successful result of the California Development Association's work in the Santa Cruz district was made possible through the splendid co-operation of H. R. Judah, president of the Chamber of Commerce and his associates. Mr. Judah, in addition to his work, as the president of the chamber, is editor of the Santa Cruz Evening News.



Team Organization of the Santa Cruz expansion drive recently conducted by the California Development Association.



EDITORIAL



THE FRIENDLY STATE

THE true hospitality which visitors enjoy in California is the natural heritage from the time when friends were few in the great West. During the early days of California the principle of, "You are welcomed as a friend until proved otherwise," replaced the old idea of, "You are not welcome until you are proved a friend." One of the real reasons which attract men to a frontier is the opportunity to be free of an older community's conservatism and narrowness.

The westerner was cosmopolitan and liberal. Every man was welcome regardless of race or color. This characteristic of early settlers is a mark of identification for the kindness and hospitality which characterizes the West today. Thus we are known as a friendly State; we may well be proud of the title. It is not necessarily expressed by real estate boosters; it is an intrinsically deeper conception based upon the truly American principle which is expressed by the idea of welcoming all to a land where advancement and self-expression are given the greatest possible development.

CUSTOMER OWNERSHIP OF POWER LINES

PUBLIC confidence in public utility corporations is the foundation upon which is built immense capital investments which so largely contribute to the prosperity of a commonwealth. Millions of dollars invested by California power companies form a very considerable part of the boasted wealth of the State and this in addition to the wealth-producing effects of adequate power service over a widely scattered area.

Industrial prosperity is necessarily interdependent upon the prosperity of public service corporations and yet, paradoxical as it may seem, power companies are oftentimes put on the defensive in matters which threaten their very existence or continuance as economically operated public service agencies. Owing to unsound initiative measures which if made into law would undermine great hydroelectric developments, it is found necessary to expend large sums in the work of acquainting the voter with simple, elementary facts concerning power development.

No other State exceeds California's hydroelectric output and perhaps in no other State are there more checks and counter checks put upon rate-fixing based upon careful and detailed appraisals of power company properties. Very few industries there are which could submit to the regulatory powers under which the State's utility corporations operate. That the companies follow the "spirit" as well as the "letter" of state regulation is indeed noteworthy. Sound business management and expert engineering practice are the important factors which continue to make California power securities gilt edge and safe investments.

A conservative estimate would indicate that

one person out of every thirty of California's three and a half million is an owner of some form of electric power company security. One power company alone numbers over seventy thousand stockholders. These facts should answer any question as to popular opinion on the subject of privately owned public utilities.

Customer ownership of power companies is an idea pioneered in California and as a result of this sound business basis, producers and consumers have been brought together by ties of mutual interest which has led to a better understanding of the obligations of the public service utilities toward the public and also an appreciation of public obligation due privately invested capital represented by power companies.

COMING EVENTS

Associated Chambers of Commerce—Central Coast Counties Conventions, Salinas, April 15.

American Society of Mechanical Engineers—Annual Regional Meeting, Los Angeles, April 16-18.

Gas Appliance Day—California Development Association Luncheon, Palace Hotel, San Francisco, April 19.

Twenty-seventh Annual Tennis Tournament—Ojai, California, April 19-23.

Spring Flower Show—Pasadena, April 19-24.

California Wholesale Grocer's Association—Semi-Annual meeting, Del Monte, April 23-26.

Alameda County Music Week—April 23-30.

Raisin Day—Fresno, April 26.

Paper Day—California Development Association Luncheon, Palace Hotel, San Francisco, April 26.

Fifteenth Annual University Farm Picnic—Davis, April 28.

Farm Bureau Day—California Development Association Luncheon, Palace Hotel, San Francisco, May 3.

American Hotel Association—Convention, San Francisco, May 9-13.

Historical Pageant—Benicia, May 11.

Chamber of Commerce Fair—Berkeley, May 14-19.

Luther Burbank Golden Jubilee—Santa Rosa, May 17-20.

California Bankers' Association—Convention, Long Beach, May 23-26.

Peninsula Pageant of Progress—San Carlos Speedway, May 26 to June 3.

Peach Day—Yuba City, June 1-2.

Greeters of America—Convention, San Francisco, June 18-23.

Pacific Coast Electrical Association Convention—San Francisco, June 19-22.

National Educational Association—Oakland, June 28 to July 7.

California Rodeo—Salinas, July 25-29.

FIGURES

BANK CLEARINGS AND BUILDING PERMITS FOR MONTH OF MARCH, 1923

| | Bank Clearings | | Building Permits | |
|----------------|----------------|---------------|------------------|--------------|
| | 1923 | 1922 | 1923 | 1922 |
| San Francisco | \$680,100,000 | \$592,200,000 | \$ 3,229,572 | \$ 3,289,251 |
| Los Angeles | 579,770,000 | 413,290,000 | 21,196,087 | 10,964,829 |
| Oakland | 61,461,027 | 53,925,939 | 2,509,809 | 1,868,628 |
| Sacramento | 28,476,786 | 23,031,517 | 728,688 | 813,737 |
| Fresno | 17,401,434 | 15,523,368 | 520,668 | 604,541 |
| Long Beach | 36,945,665 | 18,070,942 | 1,974,618 | 1,154,083 |
| San Diego | 55,636,688 | 14,304,767 | 1,417,100 | 1,068,700 |
| San Jose | 9,793,116 | 8,060,594 | 280,605 | 120,160 |
| Pasadena | 23,906,377 | 17,536,068 | 1,001,770 | 643,877 |
| Stockton | 11,114,700 | 10,220,200 | 533,720 | 379,643 |
| San Bernardino | 7,017,590 | 6,477,034 | 215,715 | 210,243 |
| Bakersfield | 4,536,466 | 4,919,475 | 107,648 | 153,585 |
| Modesto | 3,137,304 | 3,050,593 | 87,600 | 214,775 |
| Riverside | 3,195,010 | 2,728,458 | 134,113 | 86,690 |
| Santa Rosa | 2,638,768 | 1,685,339 | 96,723 | 90,317 |
| Whittier | 2,807,178 | 1,594,396 | 260,273 | 317,015 |

THE METAL MARKET

Metals and the metal trade form the foundation of manufacturing, and a résumé of price fluctuations during quarterly periods of the past two years compared with present prices in the metal market will prove of interest.

| | 1921 | | | | 1922 | | | | 1923 | | | |
|-----------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|------|
| | Jan. | Apr. | July | Oct. | Jan. | Apr. | July | Oct. | Jan. | Apr. | July | Oct. |
| Copper (a)... | 12.597 | 12.438 | 12.170 | 12.673 | 13.465 | 12.573 | 13.654 | 13.632 | 14.375 | 17.375 | | |
| Lead (b).... | 4.821 | 4.356 | 4.410 | 4.690 | 4.700 | 5.115 | 5.729 | 6.530 | 7.250 | 8.25 | | |
| Tin (c)..... | 31.47 | 28.99 | 26.75 | 27.28 | 31.48 | 29.81 | 31.02 | 33.93 | 36.48 | 45.87 | | |
| Zinc (d).... | 5.413 | 4.747 | 4.239 | 4.605 | 4.691 | 4.906 | 5.694 | 6.84 | 6.999 | 7.65 | | |
| Antimony (e) 5.258 | | 5.137 | 4.735 | 5.085 | 4.463 | 4.98 | 5.091 | 6.905 | 6.382 | 7. | | |
| Quicksilver (f) 48.44 | | 45.423 | 44.95 | 39.84 | 49.96 | 52.28 | 55.00 | 72.56 | 72.30 | 72.00 | | |
| Silver (g) ... 65.95 | | 59.337 | 60.260 | 70.97 | 65.45 | 66.575 | 70.245 | 68.015 | 64.50 | 67.75 | | |
| Platinum (h) 73.40 | | 73.404 | 70.44 | 81.80 | 97.26 | 87.50 | 90.18 | 109.44 | 113.60 | 112.00 | | |
| Pig Iron (i) 31.96 | | 24.46 | 20.76 | 20.96 | 20.15 | 21.26 | 26.33 | 31.77 | 25.00 | 31.00 | | |

(a) Electrolytic copper, New York, in cents per pound. (b) Prime grade, New York, in cents per pound. (c) 99 per cent tin, New York, in cents per pound. (d) Slab zinc, New York, in cents per pound. (e) Antimony, New York, in cents per pound. (f) Quicksilver, New York, in dollars per flask. (g) Silver (foreign origin) .999 per cent fine, New York, in cents per ounce, troy. (h) Platinum, New York, in dollars per ounce. (i) Basic pig iron, Pittsburg, in dollars per long ton.

CALIFORNIA'S MOTOR VEHICLE REGISTRATIONS

| | |
|--------------------------------------|----------------|
| Passenger automobiles | 822,394 |
| Motor trucks | 39,413 |
| Total motor cars and trucks | 861,807 |
| Trailers | 4,861 |
| Motorcycles | 16,301 |
| Gross registration revenue | \$8,384,606.40 |
| Amount applicable to State road work | 3,785,555.00 |

PRICE INDEX OF BUILDING COSTS

An unprecedented volume of building permits issued indicates a continued building boom notwithstanding the market rise in the cost of building materials. The Bureau of Labor price index indicates that wholesale building costs average 88 per cent above the 1913 level, while commodity prices average only 57 per cent higher. The price index of all building materials for February, 1923, is given as 192.0. The Bureau's index on which the conclusion is based is as follows:

| | Peak | Reached | —1922— | | 1923 |
|-----------------------------|-------|-------------|--------|-------|-------|
| | | | Oct. | Dec. | Jan. |
| All building materials | 299.7 | April, 1920 | 183.4 | 184.7 | 188.0 |
| Portland cement | 192.9 | Sept., 1920 | 173.1 | 171.2 | 158.3 |
| Bars, reinforced, Pittsburg | 327.1 | July, 1917 | 154.5 | 150.8 | 145.4 |
| Structural steel, Pittsburg | 331.0 | June, 1917 | 140.7 | 132.4 | 132.4 |
| Douglas fir, No. 1 | 407.3 | Jan., 1920 | 211.8 | 211.8 | 211.8 |
| Hemlock, No. 1 | 382.1 | Mar., 1920 | 177.8 | 177.8 | 178.8 |
| Lath, yellow pine | 582.0 | Feb., 1920 | 202.0 | 176.3 | 172.0 |
| Yellow pine flooring | 455.3 | Feb., 1920 | 216.4 | 215.7 | 220.4 |
| Window glass | 295.2 | Aug., 1918 | 156.2 | 162.7 | 162.7 |
| Linseed oil, New York | 480.4 | Aug., 1919 | 190.4 | 191.7 | 191.5 |

Notwithstanding the increased cost, there is every indication that the value of building construction in the United States during the current year will exceed that for the preceding year by at least a billion dollars.

PRICE INCREASES SINCE 1913

The level of wholesale prices, according to the latest report of the Department of Labor, are 11.3 per cent higher than a year ago, while retail prices are about 6 per cent higher. The explanation of this is that, for the time being, retailers are still working on their earlier wholesale purchases, although when they come to replenish, they will be obliged to pass along the higher prices to the consumer. In some quarters another "buyers' strike" is feared, but it is probably unlikely if advances are justified.

Prices are Compared

Wholesale prices are, however, 57 per cent higher than in 1913. Leaving out of consideration the fact that commodity prices have in the meantime reached much higher levels only to drop again during the deflation period, comparisons since 1913 and within the last twelve months are of interest. Fuel prices show the greatest total advance, amounting to 112 per cent, but within the last year have advanced 10.9 per cent. The first advance was due to the heavy increase in mine wages while the advance of the past year represents the increased cost of fuel oils.

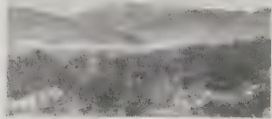
The greatest advance for the year is in metals, amounting to 26.3 per cent to be found in steel and copper, although distributed also over other descriptions. These comparisons are as follows:

| | Increase since 1913 | Increase last 12 months |
|--------------------|---------------------|-------------------------|
| Farm products | 42 | 8.3 |
| Food products | 41 | 4.4 |
| Clothing | 99 | 14.3 |
| Fuel | 112 | 10.9 |
| Metals | 39 | 26.3 |
| Building materials | 92 | 23 |
| Chemicals | 32 | 7.3 |
| Furniture | 84 | 3.9 |
| Average | 57 | 11.3 |

A survey of the financial and industrial situation at this time leads to the belief that the present activity will continue throughout the remainder of 1923 and probably into 1924. There are likely to be some minor adverse movements, but while enthusiasm should be tempered with judgment, there is no excuse for pessimistic predictions on the present basis of facts.

FRUIT EXPORTS

Increased exports through the port of San Francisco was due almost entirely to enlarged markets for California's fruits, dried, evaporated, canned, and otherwise preserved. Exports of canned and preserved fruits were valued at \$10,417,211 in 1921 and \$15,992,959 in 1922—an increase of close to 50 per cent. Shipments of dried and evaporated fruits almost doubled in value, increasing from \$8,705,355 in 1921 to \$16,242,623 in 1922.



Los Angeles

and Vicinity



MARCH SHOWS GREATER BUILDING

THE Los Angeles Chamber of Commerce statistical experts have been kept unusually busy the past month computing figures in oil, manufactures, building and harbor shipping, the oil and building operations increasing to tremendous heights. The total oil production for the State in February totaled 16,426,759 barrels, while the Los Angeles district (radius of 40 miles of the city) produced over 71 per cent of this, or 11,689,310 barrels, a daily average of 414,974 barrels. This indicates the year's production of a possible 150,000,000 barrels, 47,000,000 of which gives an estimated credit to the Long Beach field.

During February 47 new industrial concerns were established in Los Angeles, and the figures for March, now being compiled by the Chamber of Commerce industrial department, may be much greater. From prospects on file, and according to rate of growth, it is estimated that the new industries for the year will total around 750.

Building has been very active, traced to oil and industrial development plus a steady inflow of new-comers. In the first half of March, which included but 12 business days, 2874 building permits were issued at a valuation of \$12,554,239. On the 15th alone, 202 permits were issued; valuation, \$1,796,077. The total for the month reached the huge figure of \$21,196,087, the permits totaling 5556, making a daily average in value of over \$815,000, on a basis of 26 days.

Plans are under way for a gigantic subway system with a central terminal under Pershing Square, the cost to total upward of \$75,000,000. It is designed that the subways shall be supplemented by Fifth Avenue type buses and a restricted surface street car service. The transportation problem is the chief topic of consideration before the municipality of Los Angeles.

LOS ANGELES BUILDING INCREASES 90%

LOS ANGELES building permits show an increase of approximately 90 per cent during the three months of 1923 over the same period of 1922. The following comparative figures include the number of permits for January, February and March of both years:

| | January, February, March | |
|---------------------------------|--------------------------|--------------|
| | 1922 | 1923 |
| Number of building permits..... | 10,499 | 14,306 |
| Amount | \$26,519,795 | \$44,534,914 |

Alhambra—Approximately \$4,000,000 will be spent by the Los Angeles Cotton Mills on mill buildings, which will include a boiler house, bleaching building, cloth and finishing building, weaving shed and yarn mill.

LEWELLYN MERGES STEEL PLANT

PLANs for the merger of the rolling mills of the Llewellyn Iron Works at Torrance with the properties of the Columbia Steel Corporation are completed, according to a recent announcement. The new steel corporation owns and operates coal mines and iron ore properties in Utah and also an open hearth foundry and rolling mill at Pittsburg, Contra Costa County. The gray iron and engine-building plant of the Llewellyn Iron Works in Los Angeles is not affected by the recent merger.

Los Angeles—Pioneer-Pacific Worsted Company, with Lemuel J. Coburn as president, has ordered plans and will erect a worsted and woolen mill on Central avenue. The first unit will cover an area of 125,000 square feet and will be a one-story steel frame construction to cost \$250,000.

Los Angeles—Another railroad to Los Angeles harbor is practically assured by the granting to the Santa Fe Railroad Company of a franchise to extend its line into the harbor district. The extension will be 12½ miles long, branching off the company's tracks at El Segundo.

Venice—Approximately \$408,000 will be expended during this year by the Southern California Edison Company for improvements to its system in the Venice district. The new work will provide for 2500 additional houses, five new factories, and an increase of 12,000 in population.

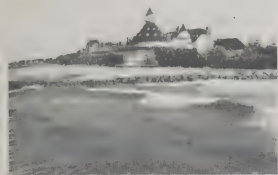
Los Angeles—The Baash-Ross Tool Company will shortly occupy a new factory building now being built on Boyle avenue, north of Slauson, at a cost of \$42,000.

Los Angeles—Peck & Hills have awarded a contract for a \$268,000 furniture factory and warehouse on east Seventh street, near Anderson street.

Long Beach—J. L. Keck, head of the J. L. Keck Syndicate, backing the Seaboard Refinery Co., will construct a \$1,000,000 refinery here, having a daily capacity of 6000 barrels of crude oil. The Keck Syndicate is one of the large drilling and producing companies of the Signal Hill, Huntington Beach and Santa Fe Springs fields.

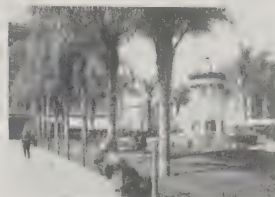


A View in the Santa Fe Springs district where oil rigs are crowding for space among the orange groves.



San Diego

from the Pacific to the
Colorado



SAN JUAN CAPISTRANO

CALIFORNIA is unique in the possession of her many old missions. When the Franciscan Friars came to California they built the first of these missions at San Diego naming it San Diego de Alcalá and continuing north seven hundred miles on the King's Highway (El Camino Real),



A recent view of San Juan Capistrano.

established twenty-one missions, each one of which became the center of a community which wielded a potent influence toward the early civilization of the West.

The ruins of San Juan Capistrano (St. John Beheaded), is situated at Capistrano, seventy miles north from San Diego de Alcalá and is among the most interesting of the missions. Chronologically, San Juan Capistrano was seventh in construction and was dedicated on November 1, 1776. The picturesque beauty of this old mission is indicated by the illustration accompanying this article. The old mission is the proud possessor of some splendid relics and oil paintings, also a marriage register used by Junípero Serra.

During the earthquake of 1812, San Juan Capistrano was practically destroyed but her picturesque ruins of today give mute evidence of her beauty in former days.—Frances B. Lund.

Escondido—The celebration of Grape Day in Escondido on September 9 is being actively planned. About 5000 acres planted to grapes is an indication of the importance of the industry in the vicinity of Escondido. During the year just passed 5000 tons of fresh grapes were shipped and figuring an average of \$50 per ton, netted the growers \$250,000, which figures do not include the raisin crop. This yield will be greatly increased when the new plantings come into bearing.

PETROLEUM FIELDS EXPAND

THE expanding petroleum production in the three new southern California fields, are now producing materially in excess of half of the petroleum production of California. Some geologists are now of the opinion that the big sands of the new fields lie approximately 1000 feet below the present deep sands, although no tests have been made. Should this prove to be the case these fields will probably establish new high records for petroleum production and for life of the fields in California.

Previous records have again been broken by the bringing in of a new well at Long Beach with an initial indicated flow of in excess of 13,000 barrels a day from 2000 feet of oil sand.

Production in both the Santa Fe and Long Beach fields is now approximately 150,000 barrels per day and in the Huntington Beach field approximately 130,000 barrels.

The export shipments of petroleum through Los Angeles Harbor are expanding with the increase in local production. The industry is facing a somewhat serious situation due to the fact that the expansion in demand for petroleum products is limited almost exclusively to gasoline. As the average California petroleum does not exceed one gallon of gasoline to six gallons of other petroleum products, principally fuel oil, the marketing problem is becoming increasingly serious and the gasoline is having to carry a proportionately heavy price load, a situation not generally realized by those voicing discontent with prices of crude petroleum or of gasoline.

San Diego—Voters have authorized a \$25,000 bond issue for waterworks extensions and improvements and a \$495,500 bond issue for a municipal apron wharf; also a \$70,000 bond issue to pave Imperial avenue and a \$30,000 bond issue for paving a road through Balboa Park.

San Diego—The San Diego Electric Railway Company will construct a street-car line between San Diego and Mission Beach. Claus Spreckels is interested in the street railway. Two million dollars will be spent at the beach for an amusement resort.

Blythe—Thompson Bros. of Blythe have been awarded a contract by the Palos Verde Drainage District at \$18,000 to construct one and a half miles of open drain, involving 75,000 cubic yards of excavation.

Los Angeles—To facilitate the handling of freight on its system, the Pacific Electric Company has ordered ten new electric locomotives for early delivery. The new locomotives are to cost \$475,000 and will be of the 60-ton type, capable of hauling 50 loaded cars.



San Francisco and the Bay District



SAN FRANCISCO INVESTMENTS

THE Security Bank and Trust Company has issued a quarterly report of the mortgages and deeds of trust recorded in San Francisco during the first three months of 1923, from which we quote the following figures:

| | | |
|---------------------------|----------------------|--------------|
| 2873 Mortgages | \$26,977,765 | |
| 1938 Deeds of trust | 11,327,263 | |
| 4811 | | \$38,305,028 |
| 1805 Releases | \$13,847,723 | |
| 1129 Reconveyances | 6,797,294 | 20,645,017 |
| 2934 | New capital invested | \$17,660,011 |

The Trust Company further reports a steady and consistent increase in the volume and value of these realty loans so far this year, the first three months' report showing a gain over the corresponding period in 1922 of 25.6 per cent in the number of these recordings and 40.5 per cent in representative value, with an increase of 92.5 per cent or approximately eight and one-half million dollars in the amount of new capital invested in these transactions.

San Francisco—Adrian D. Joyce, president of the Glidden Company, Cleveland, Ohio, on a special visit to San Francisco, has completed arrangements for the new home of the Glidden Company of California. Mr. Joyce purchased the plant and property of the Natoma Rice Mills, on Hubbell street, at a price close to \$300,000.

San Jose—Early construction of a large lime and cement plant is planned by the Guadalupe Lime and Cement Company on the Almaden road, near San Jose. The plant, according to advices, will cost approximately \$2,500,000 and will employ 600 men during construction and a permanent working force of 300 when operating at full capacity. Material handling equipment will be operated by a compressed air system. Among other features will be a tunnel 2700 feet in length passing through the property of the company to connect with the branch line of the Southern Pacific near Almaden Station.

San Francisco—Work is now under way to add the third unit of 22,000 kilowatt capacity to the Caribou plant of the Great Western Power Company, according to an announcement by J. B. Black, general manager. This addition to the generating capacity of the company will entail the expenditure of approximately \$1,500,000.

San Francisco—Plans have been completed for the erection of a market terminal for the wholesale fruit and produce business of San Francisco. The buildings to house the wholesale markets will

cost approximately \$500,000 and the entire project will involve an expenditure of approximately \$2,000,000. The market will have access to both rail and deep water transportation facilities.

South San Francisco—Preliminary steps to add eighteen miles to the South San Francisco deep water-front will be taken soon by the Federal Government, according to a recent announcement. The growth of South San Francisco as a manufacturing center has been emphasized by the addition of two new factories: the Haughey Saw Works, and the Metal and Thermit Corporation. Other industrial plants in this district include the Pacific Coast Steel Company, employing 750 workers in its eighteen-acre plant; the W. P. Fuller Company, the Growers' Rice Mill Company, selling a million sacks of grain annually; the Virden Packing Company, with a new \$700,000 plant; the Western Pipe and Steel Company, the Prest-O-Lite Company, the E. W. Edwards Wire Works, the American Marble and Mosaic Company, the Enterprise Brass and Steel Foundries, the California Iron Yards, and the South City Lumber and Supply Company.

Alvarado—The California Salt Company, whose plant was destroyed by fire several weeks ago, will be rebuilt. When completed the structures will house the largest and most modern salt plant in the world.

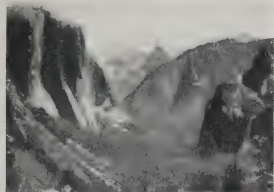
NEW SUB-STATION AT RICHMOND

ON April 1 the Great Western Power Company opened its new \$2,000,000 sub-station at Richmond. This big plant will supply power for the North Bay district. Included among the large consumers of the district are the following: The Standard Oil refinery; the northern division of the Key Route; Pullman shops; Santa Fe shops, and the plant of the Stauffer Chemical Company.

Stockton—Approximately \$100,000 will be spent by Fisher Bros. in the erection of a complete planing mill on a site recently purchased. The site which has a 600-foot frontage along the Southern Pacific Company will include office and storage buildings.

San Francisco—The Spring Valley Water Company has awarded contract for a seven-story reinforced concrete office building to be erected on Mason street, between Geary and Post streets.

Pittsburg—The Union Construction Company of Oakland has started work on a contract awarded by the Columbia Steel Company for the erection of steel frame and walls of a group of five steel plant buildings.



San Joaquin Valley and Central Coast Counties



FACTS ABOUT FRESNO

By Guy E. Leonard, Secretary
The Fresno County Chamber of Commerce

THE city of Fresno has doubled its population twice in the last two decades. Today her inhabitants total 79,000 and the city is growing at an unprecedented rate. Fresno County in 1920, according to government statistics, was the second richest agricultural county in the world.

In every section of the valley bountiful crops were harvested and every product gave profit to the growers. Last year the products of the county totaled \$125,000,000. The total income for the 500,000 residents of the San Joaquin Valley has been estimated for the year at nearly half a billion dollars, making the enormous total of \$1000 for each man, woman and child. The average family income in the United States is \$936; Fresno County returns an average family income of three times this amount. Here there is an automobile for every four persons.

Fresno, the center of an empire of two million acres of irrigated land, is the metropolis of the raisin belt which produced an annual crop of 240,000 tons valued at thirty million dollars. The dried fig crop brought \$1,800,000 and the dried peach crop \$5,500,000. Other production estimates for Fresno County include: Fresh fruit, \$16,000,000; grain \$6,000,000; mining, including oil, \$22,000,000; dairy products, \$15,000,000; canned goods, \$13,000,000; lumber, \$4,500,000; manufacturing, \$8,000,000.

The year 1923 has already established itself as the greatest building year Fresno has ever known. There is under construction in the city's business district alone structures which will cost nearly \$7,000,000. Other projects which will approximate \$3,000,000 are definite projects.

Some of the skyscrapers now under construction are: Patterson building, to cost \$1,350,000. It is 150 feet square and has nearly three acres of floor space, making it the largest office building in the valley; The Californian, Fresno's new million dollar hotel, will be eight stories high and will be one of the finest appointed hotels in the state; The San Joaquin Light and Power Corporation building, which will be ten stories high and will cost \$900,000; The Pacific Southwest Trust and Savings Bank building, which will extend fifteen stories or two hundred and forty-two feet into the air, making it incomparably the tallest office building in California outside of San Francisco and Los Angeles.

Fresno's building stride is all the more remarkable when it is considered that until the Rowell building was erected ten years ago, the city did not have a single building which was anything

but a village structure. The Griffith-McKenzie building, the Bank of Italy, and the Mattei building established Fresno's first sky line.

The most important industrial development in Fresno County in the few years is the establishment of the largest sugar pine mill in the world by the Sugar Pine Lumber Company. This mill will be in operation in July. It represents a total investment of between seven and eight million dollars, altogether it will employ 2000 men with 1000 men at the mill and will add a two million dollar payroll to the county. The mill will have a capacity of half a million feet of lumber in eight hours. The Sugar Pine Lumber Company has a standing forest sufficient to operate for 55 years and a careful reforestation policy will be practiced.

One of the largest engineering projects ever undertaken is the hydro-electric system being constructed in the Sierras near Huntington Lake, in Fresno County. The completed project will represent a total expenditure of \$350,000,000. The horse power capacity of the finished project will be one and a quarter million. Part of the construction program includes drilling eighty-six miles of tunnels through solid rock.

Sonora—The Standard Lumber Company has just purchased 13,300,000 feet of Government timber on the south fork of the Stanislaus River. The price paid per thousand feet was \$4 for sugar pine, \$3 for yellow pine, and \$1.25 for white fir and incense cedar.

Copperopolis—Repairs to the plant of the Calaveras Copper Company are being rapidly completed and the management expects to resume copper production before the end of May. The 1400-foot shaft is to be deepened, new levels opened and a campaign of extensive development inaugurated.

Porterville—The Pacific Gas and Electric Company has appropriated \$690,000 to improve its system in the Porterville district. Of this amount \$460,000 will be spent in the high Sierras for improvements in the transmission lines which bring power into Porterville. It is planned to add 125,000 horsepower to the Porterville system during the year. A new sub-station in Porterville will cost approximately \$50,000.

Fresno—Logging operations with electrically driven equipment, on a scale larger than previously attempted in California, is planned by the Sugar Pine Company in the central Sierra Nevada, sixty-five miles northeast of Fresno. Eight complete electrically equipped units will be put in early operation in the territory north of Crane Valley Lake.



Sacramento Valley and Northern California



SACRAMENTO STIMULATES HER INDUSTRIES

By Irvin Engler,
Publicity Manager Sacramento Chamber of Commerce

IN THE belief that the great advertising campaigns being carried on by civic organizations in California will bring a marked response in the way of new industries, the Sacramento Chamber of Commerce has supplemented its industrial bureau with an industrial advisory committee, the function of which is to co-operate with prospective industrial concerns.

The committee consists of fifteen men—leaders in their respective lines—who are thoroughly familiar with conditions and in a good position to help new industries with their advice and connections. Following up a preliminary survey conducted by the industrial bureau, this committee has rendered service which has been instrumental in assisting new industrial concerns.

As an illustration: The survey revealed that many thousands of dollars were being expended outside of Sacramento each year for lithograph work because there was no plant of this kind in Sacramento. The attention of men experienced in this line of work was secured, and, through the committee, connections were made with local interests, with the result that the plant is now operating in Sacramento.

It has been the experience of this committee that the substantial type of industry is concerned more in facts and figures showing the likelihood of successful operation, than it is in free sites and bonuses. It is more interested in surveys than in stock sales. The capital is forthcoming if investigation reveals there is a real field for the logical location of an industrial establishment.

Therefore, the work now being carried on by the California Development Association—that of helping California communities know their own industrial possibilities—is of utmost importance, and eventually this kind of endeavor will have an extremely important part in the industrial upbuilding of California.

The industrial bureau of the Sacramento Chamber is also launching an educational campaign to bring to the attention of the people in Sacramento Valley the variety, character and quality of products which are manufactured in the Valley. It is a well-proved industrial fact that the best market is the market nearest the point of production. The Sacramento Chamber is endeavoring to build up that market by co-operating with dealers and by a liberal use of printer's ink to carry the message to the consumer.

EUREKA CONNECTED BY TRINITY HIGHWAY

THE completion of the highway down the Trinity river has now opened automobile traffic from Eureka, connecting the Sacramento valley by way of Weaverville and Redding. The highway is broad and on easy grades. It is particularly scenic along Trinity River, where the road cost \$22,000 a mile.

Trinidad—Sanderson and Porter of San Francisco are preparing plans for improvements proposed by the Electric Metals Company on the Klamath River which will cost approximately \$10,000,000. The project includes the construction of a dam 250 feet high and 600 feet long across the Klamath River and a power house to develop 110,000 horsepower. A railroad from Trinidad harbor to the dam site will be built, and metallurgical works and smelters will be erected at Trinidad. Harry P. Whitney, Buckeley Wells and John Hays Hammond are reported to be interested in the project.

Yreka—The California-Oregon Power Company has started the largest line construction program ever planned for a single year for Siskiyou County since the inception of the company. The transmission line from Fall Creek to Yreka will be rebuilt this summer. The voltage of the portion between Yreka and Fall Creek, including Hornbrook tap, will be increased to 60,000. The present line was built in 1903 and was one of the first long lines to carry hydroelectric current in California. It was built by the old Siskiyou Electric Company.

Lower Lake—Definite decision to proceed with the construction of the Yolo-Lake highway has been made by the Highway Commission. The highway will be thirty-five miles long and will connect Lower Lake and Rumsey, thereby linking together Yolo and Lake counties.

Grass Valley—Application has been made to the comptroller of the currency by W. J. Grenfell of Grass Valley for permission to organize the First National Bank in Grass Valley.

Shasta County—Construction of the second power plant on the Pitt River will start immediately. This will be known as Pitt No. 3 and will generate 100,000 horsepower.

Stockton—Six two-ton tractors are now being turned out by the Stockton plant of the Holt Manufacturing Company daily. At the present time one thousand workers are employed at the plant.

Stockton—Announcement has been made by the Bank of Italy that an office building of twelve or fourteen stories will be erected in Stockton in the near future. The structure will occupy a site 75x100 feet.

REFRIGERATOR SHIPS

(Continued from Page 8)

water to the principal markets on the Atlantic seaboard, and thus at least relieve the annual shortage of refrigerator cars during the peak of the season.

Previous failures in these experimental shipments were due to improper equipment. Both cooling and ventilation are necessary with temperatures ranging from 35° to 45° Fahrenheit, and these can be as successfully controlled on a properly equipped ship as in a cold storage warehouse. The Holland-America ships, which follow a regular sailing schedule from San Francisco and the port of Los Angeles, have refrigeration capacity of about one thousand tons each. Small compartments are provided for stowage of perishables requiring different temperatures.

Terminal Facilities Necessary

To develop this method of shipping to its maximum efficiency will require especially designed terminal facilities where the fruit can be received and chilled immediately upon arrival at the port and held in cold storage until the ship is ready to load, thereby preserving the fruit in the best of condition.

LARGE FRUIT AGENCY CLOSED

THE California Deciduous Fruit Company, of Newcastle has just completed selling agency arrangements for the marketing of \$4,000,000 worth of mountain fruit through Steinhardt and Kelly of New York.

The California Deciduous Fruit Company markets high grade mountain pears, plums, grapes, cherries and peaches direct to New York's market for high class hotel and chain store trade and for export. H. E. Butler is president of the Newcastle concern.

IMPORT POTATO FLOUR

THIS country buys from Germany each year \$24,000,000 worth of potato flour, with which many bakers adulterate bread 10 to 20 per cent, claiming that it is necessary in order to give the dough proper consistency.

Thousands of sacks of cull-potatoes are thrown away every year in California; most of these potatoes could be profitably converted into flour, starch, and other potato by-products.

Planada—The owners of Kadota fig orchards in this district are elated over the remarkable success obtained by Planada fruit farms in growing lettuce and spinach between the fig trees. Only a small quantity of spinach was produced, but it was pronounced as fine a quality as grown anywhere in California. Fifty carloads of lettuce were shipped during April. Arrangements have been made to plant a large area to strawberries to be preserved in the local canning plant, which will be in operation in 1924 to take care of the first crop of Kadota figs from lands of Planada fruit farms.

Visalia—The Truscon Steel Company has secured a contract for a factory building for the Visalia Implement Works.

WEATHER CONDITIONS DURING MARCH, 1923

By George H. Willson, Meteorologist

MARCH, 1923, will long be remembered in California as the severest drought month, of that name, in the northern and central portions of the State since records began in 1849. In the southern part of the State the drought was not so acute, owing to local rains on the 3rd and 4th.

The temperature was considerably above normal, and a marked warm wave prevailed during the last decade. On the 27th, the record for high temperature in March was broken at Sacramento, and during this warm period the temperature reached within a few degrees of the highest in March at several stations.

At the beginning of March the seasonal rainfall throughout the State was nearly normal, it had been well distributed, both as to time and amount, and the outlook was excellent for large crops, but at the close of the month crops and vegetation of all kinds were suffering from lack of rain.

During the early part of April a state-wide rainfall was experienced, some sections receiving over two inches during the storm. According to reports received from almost every portion of the State, the showers have been of inestimable value to crops. The observer in Kern County reported that all the range in the lower foothills had dried up and the rain came too late to do any good, but above the 1500-foot elevation the grass was still green and was greatly helped by the downpour.

The early grain at Orland stood the dry spell well, but the late-sown fields were saved only by the scantest margin. The observer in Santa Barbara reported that the rain was most welcome, as last month was the driest month since 1867.

Citrus growers of Orange County who had not plowed their orchards suffered some loss, as the cover crops last month took all the moisture out of the top soil.

EAST AND WESTBOUND RATE REDUCTIONS

IMPORTANT freight rate changes reported by E. W. Clapp, chairman of transportation committee, California Development Association, include the following: Eastbound carload rate on vinegar in barrels reduced from \$1 to 75 cents to Pittsburgh, Detroit, Chicago, St. Louis and Missouri River, Kansas, Texas and Colorado points.

Westbound carload rate on tin plate or tern is reduced to 75 cents from Chicago, St. Louis, Missouri River, Kansas, Texas and Colorado points. The old rate on tin plate from Chicago and St. Louis was \$1.20, Missouri River, Kansas and Texas, \$1.08, Colorado points \$1.06.

OPENING FOR PACKING PLANT IN OAKDALE

THERE is a good opening at Oakdale for a fruit packing and shipping business, according to R. L. Acker, secretary of the Oakdale Chamber of Commerce. He states that, although not extensive, they have a large acreage in various kinds of fruit and grapes. There is nothing in the way of a fruit-packing establishment in Oakdale.

CAMBRIA IS IN NEED OF A BAKER

CAMBRIA is the trading center for one of the most certain and productive portions of dairy and beef territory in the coast section. It has a general merchandise store, three groceries, two garages, two butcher shops, a hardware store, a drug store, two barber shops and a high school, but no bakery.

Morro and Cayucos, the two towns next south and San Simeon, the next north, are also without bakeries, so that a baker locating here might reasonably expect considerable trade for these neighboring towns.

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| Rotterdam, London, Antwerp | |
| M. S. LOCHKATRINE (Refrig.) | June 7 |
| Liverpool, London, Rotterdam, Antwerp | |
| M. S. DRECHTDYK (Refrig.) | June 28 |
| Rotterdam, London, Antwerp | |
| M. S. LOCHGOIL (Refrig.) | July 19 |
| Liverpool, London, Rotterdam, Antwerp | |
| M. S. DINTELDYK (Refrig.) | Aug. 9 |
| Rotterdam, London, Antwerp | |

Sailings From Europe

| | | |
|-----------------|------------------|----------|
| M. S. DRECHTDYK | { From Rotterdam | April 14 |
| | { " Antwerp | " 21 |
| | { " London | " 27 |
| M. S. LOCHGOIL | { From Rotterdam | May 5 |
| | { " Antwerp | " 12 |
| | { " London | " 18 |
| M. S. DINTELDYK | { From Rotterdam | May 26 |
| | { " Antwerp | June 2 |
| | { " London | " 8 |

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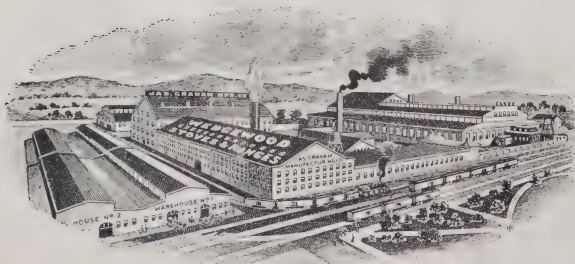
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VOLUME XIII

MAY, 1923

NUMBER 6

CONTENTS

| | | | | | |
|--|-----------------------|--|----|---|----|
| The Delta of the San Joaquin | By William D. Buckley | - | - | - | 5 |
| Stockton—A Wonder City | | - | - | - | 6 |
| Before and After Taking—Water | By W. J. Woodward | - | - | - | 7 |
| Landscape Gardening for Industry | By Donald McLaren | - | - | | 8 |
| Los Angeles Lumber Products | | - | - | - | 9 |
| Putting the Raisin Growers Over the Top | By Ralph P. Merritt | - | | | 11 |
| Notes on Fruit and Field Crops | | - | - | - | 12 |
| California Money in California Industries | By H. E. Davis | - | - | | 13 |
| PELTON WATER WHEEL COMPANY ACTIVITIES | 13 | SAN FRANCISCO AND THE BAY DISTRICT..... | 18 | | |
| EDITORIAL, COMING EVENTS..... | 14 | SAN JOAQUIN VALLEY AND CENTRAL COUNTIES..... | 19 | | |
| FIGURES | 15 | SACRAMENTO AND NORTHERN CALIFORNIA..... | 20 | | |
| LOS ANGELES AND VICINITY..... | 16 | FROM THE CROW'S NEST, BY R. BERKELEY..... | 21 | | |
| SAN DIEGO, FROM THE PACIFIC TO THE COLORADO..... | 17 | SOME ADVANTAGES OF SUGAR BEET CULTURE | 24 | | |

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Upper View—Fat and contented cattle on rich pasture in the delta region of the San Joaquin. Center View—A vista of waving grain fields of the Albert Lindley farm on Rough and Ready Island, showing a section of the new Borden highway. Lower View—The dairy barn and milk-cooling building on the Rough and Ready Island farm.

CALIFORNIA JOURNAL of DEVELOPMENT

The Delta of the San Joaquin

By WILLIAM D. BUCKLEY

Editor's Note—The development of the delta region of the San Joaquin river forms an interesting chapter in the unfoldment of California's agricultural accomplishments. Our contributor has spent many years in the San Joaquin delta region and, with his observations while visiting the delta sections in other countries, he is especially qualified to present the following article on California's far-famed agricultural section.

THE Delta of the San Joaquin River, so often spoken of as "The Holland of America" is in nearly all of its characteristics different from any other delta section in the world. It is like Holland in its peaty formation, yet unlike it in being far distant from the sea. Like the deltas of the Nile and Mississippi in the abundance of fresh water streams flowing through it, yet unlike them in its preponderating presence of peat and absence of silt, the peat in many places being more than 20 feet deep.

This area of about 400,000 acres was in its original condition nothing but a swamp, slightly above the level of San Francisco bay, and densely covered with a reed-like growth known as "tules" which were often fifteen feet tall; was utterly unfit for human habitation and of no use for agricultural purposes. Nature, however, had been lavish in preparing the land for future uses. The annually recurring floods brought down the mineral fertilizer in the form of silt for the rapid growth of vegetation. The decaying vegetation gradually built up the peat. There remained only for man to reclaim it by levees from the flood waters to bring

into beneficial use one of the most fertile areas in the world.

The history of these reclamations would read like a romance. The pioneers had no experience to guide them. They learned by bitter failures that as each tract was reclaimed the

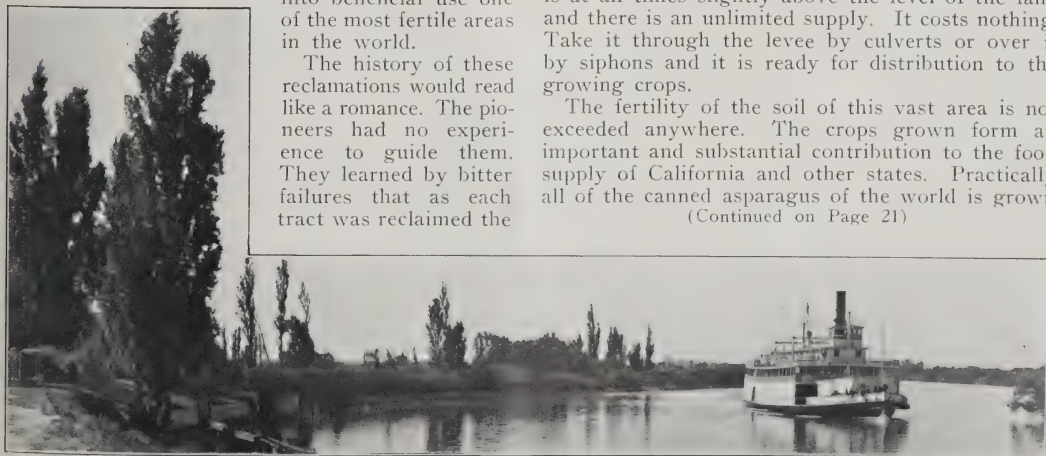
floods rose higher and the levees must be made larger and higher. No efficient machinery was available and the greater portion of the work was done by hand. In the early history of this work thousands of Chinese with wheelbarrows and shovels were employed. Later immense dredgers, with clam-shell buckets of from three to five yards capacity were used, immense levees constructed and the lands made secure from overflow. At the same time large canals and a network of ditches were constructed through the lands leading to immense pumps by which complete drainage is secured and the lands are ready for the agriculturist.

These reclamations are made up of a large number of units of from 1000 to 12,000 or more acres surrounded by navigable waters on which the produce raised is shipped to the San Francisco markets and to nearby railroad points. There are over 300 miles of these waterways on which ply vessels of from 100 to 500 tons capacity.

There is no waste land in these reclamations. It is all fit for intense cultivation. Immense crops of potatoes, beans, onions, celery, asparagus and corn are raised. Drouth is unknown. The water is at all times slightly above the level of the land and there is an unlimited supply. It costs nothing. Take it through the levee by culverts or over it by siphons and it is ready for distribution to the growing crops.

The fertility of the soil of this vast area is not exceeded anywhere. The crops grown form an important and substantial contribution to the food supply of California and other states. Practically all of the canned asparagus of the world is grown

(Continued on Page 21)



A typical river scene on the San Joaquin. Many tons are carried daily on this important waterway

Stockton—A Wonder City

FEW cities of the West have made more rapid strides during the past few years than Stockton. A transportation center in every respect, Stockton, with its waterways upon which immense tonnages of products from shop and farm are transported, connected at the upper end with three transcontinental rail lines and at the lower, the world market facilities of the City of the Golden Gate.

Stockton commands a strategic position for the location of manufacturing industries and wholesale distributors. With her favorable situation much of the trade of the San Joaquin Valley and delta sections, as well as much of the trade of the mining and lumbering districts, flow through her arteries of commerce.

The manufacturing institutions of this section rank among the foremost industries of the State. The home of the Holt Caterpillar and the Sperry Flour Mills are among the large industrial establishments. Sampson tractors had their origin in Stockton and the plant was taken over some time ago by the General Motors Company. Here, also, is the Harris Manufacturing Company, manufacturers of various kinds of threshing machines.

Several other notable concerns are located in this city, such as the Monarch foundry, manufacturers of steel castings. Industrial concerns alone combine to create an aggregate payroll of millions of dollars annually, and ship their products to all parts of the world.

Recent estimates show Stockton to have a population of 52,000 and its importance commercially is indicated by the fact that there are great numbers of river craft carrying a tonnage of approximately 800,000 tons annually, with values approximating \$50,000,000. Here industrial plants which number over 100, employ nearly 6000 workers, with a payroll of over \$7,000,000 annually. It is estimated that her trading area within a radius of 40 miles, contains a population of 180,000 and includes 60 small towns and villages.

This phenomenal rise to a city of great importance in the State has a very interesting background of history which reaches back to nearly 100 years ago, when this section was known as "Valle de Los Tulares" (the Valley of the Rushes). Its history has been repeatedly interwoven with the early history of California by gifted writers including Bret Harte.

In 1869 railroad connections were established with Sacramento and in 1870 the population had increased to about 16,000. Today, just about fifty years later, Stockton is a fine example of a splendidly developed and steadily growing metropolis, where manufacturing plants and warehouses are adjacent to ideal living conditions and beautiful surroundings, which are the fruition of her founders' most sanguine expectations.



A group of interesting views showing Stockton as a busy and modern city amidst a thriving agricultural and industrial district.

“Before and After Taking”—Water

By W. J. Woodward

THE story of the development of the South San Joaquin Irrigation District might well have the above title or perhaps, better still, “A Record of Achievement.”

This district, comprising a little more than 71,000 acres, is located practically all in the southeastern portion of San Joaquin county above the high waterline of the Stanislaus and San Joaquin rivers. Its soil is generally a light sandy loam, being somewhat heavier along its northern boundary.

For fifty years, and over, this district was a part of a great wheat-growing region when California was accorded high honors as a wheat belt. Later the district was cropped to barley and then to rye. Partially exhausting the moisture-retaining humus, by continuous cropping, a considerable acreage was practically abandoned for farming previous to the coming of irrigation water. The soil had no lack of fertility as is proven by the fact that a large acreage which failed to yield profitable crops under dry farming, has produced as high as twenty-five sacks of wheat per acre under irrigation with other crops correspondingly high.

It has sometimes been said that our irrigation tax is excessive. We admit that the tax per acre is somewhat higher than in some other districts, but we deny most emphatically that the cost of irrigation is greater, for the service rendered. A new standard of design and construction was set by this district in the delivery of water to every 40-acre tract, and the combining of drainage with irrigation, neither of which had ever been done before. This naturally increased the yearly tax somewhat; but considering the service rendered, the tax is as low as that in other irrigation districts, if not lower.

The question is often asked what is the value of an irrigation system with its water rights. Perhaps it is impossible at this time to answer that question accurately. But I believe that it is

reasonable to assume that irrigation is responsible for at least seventy-five per cent of the value of the annual crop now produced in this district. Therefore, three-fourths of the crop value of 1920, or \$4,500,000, capitalized at six per cent, gives us the sum of \$75,000,000 as the value of these water rights. And I believe this estimate to be conservative.

The rapid and prosperous development of an irrigation district is the most convincing proof of the fertility of the soil, and of the efficiency of its irrigation system, but one or two individual cases of notable yields come to mind which are worthy of mention. A. T. Van Slyke of Ripon has 126 apricot trees, about 1½ acres, that last year produced 25 tons of marketable fruit. At the prevailing price of \$100 per ton—they returned \$2500, or more than \$1600 per acre. Mrs. Belle Blinger of Manteca—from 15 acres of Alicante Bouschet grapes, received over \$23,000 or almost \$1600 per acre. Double cropping is becoming standardized. Spinach followed by tomatoes is very largely grown, and returns of \$300 per acre are not uncommon.

The sandy loams of the district are ideal for alfalfa, and that crop, combining with dairying, is at present our greatest resource. As an indication of the size of the industry, it may be stated that it requires a fleet of more than twenty motor trucks scouring the district, some of them twice daily, to collect the dairyman's product and deliver them to ten different factories.

Probably very few city residents have any conception of what the bringing of water to the South San Joaquin has done for the county and its largest city—Stockton. Briefly, it has increased the assessed valuation of San Joaquin county by the sum of \$6,650,000. It has increased the rural

(Continued on page 21)



A dairy scene in San Joaquin county. The hollow tile silos in the background are indications of the modern methods followed in this progressive community.

Landscape Gardening for Industry

By Donald McLaren

WHILE landscape gardening has been carried on extensively in this State for the past fifty years, its development was confined up to the last decade to that of country estates, public parks, colleges, public hospitals, etc., but of late years much of this class of work has been done by large industrial corporations as well.

Work along these lines has only just been really begun, but more and more interest is being displayed in this respect as each year goes on, and its value to the individual corporation is continually being realized. This value is a factor which cannot, of course, be computed in dollars and cents, but in the majority of cases is shown by more contented and satisfied employees, resulting in better workmanship and more

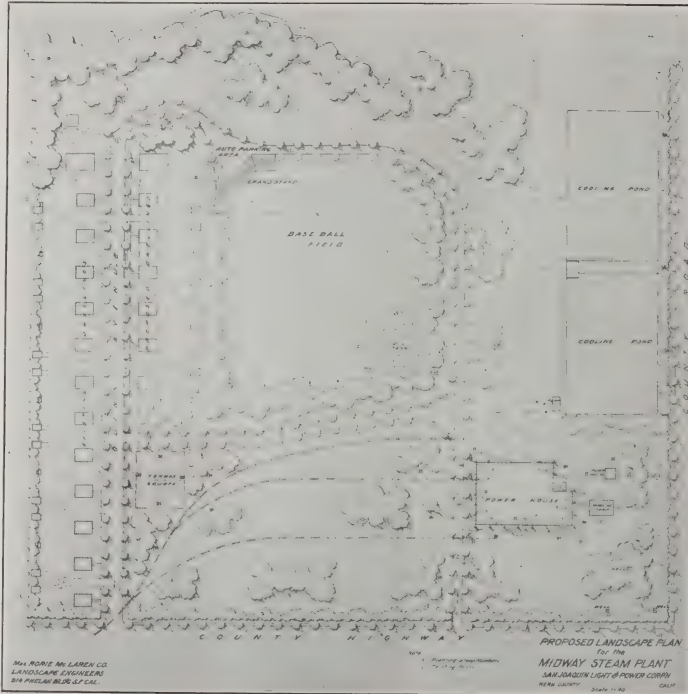
stable and permanent class of help. Naturally well arranged and attractive planting work enhances the value of the properties and gives a pleasing impression to the general public, but I believe that the first and most important consideration given by the companies carrying out such developments is the aim of bettering the condition of the employee, giving

him an added interest in life and surrounding him with pleasant environment. Beauty in every form has an influence toward good and we are affected for good or evil by our daily surroundings and associations. How important it is then that our daily environment be a pleasing one!

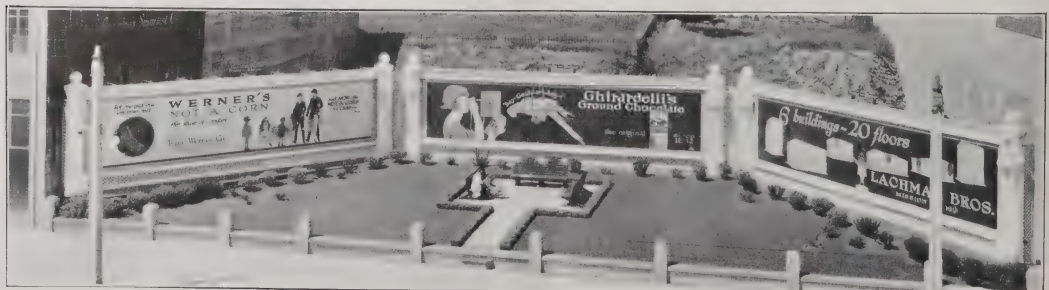
This special point is a very serious consideration with large industrial corporations such as the large hydro-electric companies. The Pacific Gas and Electric Company and the San Joaquin Light and Power Corporation are two of such which are giving at the present time very great thought and consideration to this subject. In practically every case the power plants and substations are located many miles from the nearest town, and life under

such conditions is likely to be very monotonous and dreary. Therefore, the companies have naturally considerable difficulty in maintaining satisfactory and permanent assistants and employees so that we find such corporations going far out of their way to do everything possible to maintain the morale of

(Continued on page 22)



The landscape plan for the Midway plant of the San Joaquin Light and Power Company



Neglected vacant lots are transformed into beauty spots by this fine example of gardening in connection with advertising signboards

Los Angeles Lumber Products

THE new plant of the Los Angeles Lumber Products Company now nearing completion at Los Angeles Harbor probably represents the greatest single industrial development in the Southland during the past year.

The main saw mill, which is expected to cut approximately 400,000 feet of lumber a day when in full operation, already is undergoing sawing tests. The mill is electrically equipped throughout and is the most modern of its kind on the Coast.

Besides the saw mill, a large planing mill is rapidly being equipped with modern machinery. A box factory also is being built and the equipment of the Pacific Wirebound Box Company's factory, recently purchased outright at San Francisco, will be moved to Los Angeles and installed at the harbor plant.

One of the features of the new plant is the giant gantry crane designed by the engineers of the Lumber Products Company and the Baker Iron Works and built and installed by the latter company. The huge crane, operating along a runway extending through the center of the stacking yard,

is electrically operated and has a lifting capacity of six tons at 60 feet per minute.

Timber for the plant is hauled from the company's timber holdings on Graham Island, B. C., in the form of cants by the three schooners, El Abeto, El Cedro, and El Cicuta, of the company's lumber fleet. Besides a large saw mill on Graham Island, the Los Angeles Lumber Products Company operates as a subsidiary company a lumber mill with an annual capacity of 75,000,000 feet and a box factory on Lake Union at Seattle, through its subsidiary, the Puget Sound Lumber and Box Company.

Dimension timber, finishing lumber and box products from these various plants shortly will be available for Pacific Coast, Atlantic seaboard and export markets.

Officials of the Los Angeles Lumber Products Company are: Fred L. Baker, president; Erle M. Leaf, vice president; Frank L. Buckley, vice president and general manager; Arno Merein, production manager, and G. X. Wendling, general sales manager.



Giant gantry crane of the Los Angeles Lumber Products Company built by the Baker Iron Works

THE PENINSULA PAGEANT

The Peninsula Pageant of Progress which will be celebrated at San Carlos from May 26 to June 3, will be a replica, in modern form, of the fiestas of the early Spanish period. The celebration will take place in the great oval formerly dedicated to motor races. Here booths will be set up, tents and bleachers erected, and in the center of the space the pageant will be presented.

The four periods of the pageant have been assigned among four of the peninsula cities; Redwood City will present the Indian epoch; Palo Alto will recall the days of the Spanish occupation; Runnymede will usher in the period of '49 and South San Francisco will translate the industrial spirit of today.

In planning the pageant it was disclosed that vital moments in California history have transpired at Point San Pedro, the Montara Valley, Redwood Creek and Carquinez Straits.

MAGNESITE

Production of crude magnesite in 1922 was 32 per cent greater in the United States than that in 1921. It amounted to 63,487 tons valued at \$650,742, according to figures compiled by James M. Hill of the United States Geological Survey. Practically all magnesite mined in 1922 was obtained from deposits in California, though a little was mined in Washington during the later part of the year. Largest producer in California was the Western Magnesite Co., which operates the Red Mountain mine, south of Livermore; the second largest producer was the Sierra Magnesite Co., whose mine and mill are near Porterville. The magnesite mines near Rutherford operated by C. S. Maltby ranked third, and a small output was made from mines near Piedra, Fresno county, Morgan Hill, Gustine, and Exeter.

Tulare—City trustees plan a \$50,000 bond election for fire-fighting equipment.

UNNAMED falls such as this along the 6,000-ft. drop of the South Fork of the San Joaquin River are the potential sources of the 1,400,000 hp. of electrical energy which will be generated in the Big Creek plants of the Southern California Edison Company. Big Creek No. 1, which has a capacity of 64,300 hp., is shown in insert.

Photo—Journal of Electricity.



Putting Raisin Growers Over the Top

By Ralph P. Merritt

Editor's Note—Every line of industry in California is affected by such organizations as the Sun-Maid Raisin Growers, and it is needless to say that the reorganization campaign just concluded so successfully has been watched with vital interest on the part of the State's industrial leaders. The California Development Association takes pride in the fact that the dynamic leader who is to be credited with "Putting Raisins Over the Top" is an active director in the organization which functions in every particular as the State Chamber of Commerce.

A GREAT victory has been won for the farmers of the United States. The danger of bankruptcy and disintegration which threatened the Sun Maid Raisin Growers, the largest co-operative marketing organization in the world, has been met and defeated.

The people of the raisin belt have thundered this message of hope to the four corners of the world:

Farmers WILL stick together in their hour of need.

Following six weeks of strenuous campaigning, supported by a magnificent community spirit, the tide was turned on the evening of May 5, and the impending disaster which would have jeopardized the progress of many lesser co-operatives was averted.

Financial stability and market control have been assured for the future, and the Sun-Maid Raisin Growers are looking forward to a new era of prosperity.

Six weeks ago the association that has, for eleven years, been the back-bone of prosperity in the San Joaquin Valley, was faced with disaster. The cash till was empty and the obligations of the company could not be met. Word had gone out through underground channels that the association was on the rocks. The trade had practically ceased to buy. The ranks of the growers were rife with rumors of dissension, improper management and general dissatisfaction.

A campaign of reorganization and refinancing was launched. The program called for the public subscription of two and a half million dollars through the sale of preferred stock, and the voluntary substitution, by the growers, of a new contract in place of the old. But the new contract, unlike the existing agreement, promised no fixed payment on delivery of the crop. Notwithstanding its practical solution of the growers' problem, the proposed change was not as attractive on its face, as the former contract.

But something had to be done, and done quickly. Meetings were called in every section of the raisin belt, and for one week an educational campaign was conducted. The cards were all laid on the table. The association had grown like a mushroom, and it was top-heavy. In its eagerness to justify itself during the years of plenty, it had distributed too much of its profits. Provision had not been made for the rainy day, and the force of the impending storm threatened to blow the umbrella wrong side out.

After the week of intense education the drive began for funds and for the signing of the new contract. The first few days brought in a third of the 14,000 growers—the most loyal and the most

enthusiastic—and then a slump developed. Overconfidence followed the early rush, and with it came apathy. In many places there was still a lack of understanding, and in some places active opposition.

Teams were organized in every district, led by farmers and business men. The message of reorganization was carried to every farmhouse in the valley. The association had to be "sold" once again to its own members. They had to put more of their own money into their own business. The drive was to be concluded on the eve of Raisin Day; but on April 25 the returns showed only 75 per cent of the acreage signed. With the help of San Francisco and Los Angeles business men, who put up half a million dollars, the necessary \$2,500,000 had been raised; but it could not be accepted unless 85 per cent of the acreage was secured.

Word of the condition and its full significance struck home. On the night before Raisin Day, the greatest mass meeting ever held in the San Joaquin Valley pledged itself to successfully complete the campaign by May 5.

Committees were reorganized. Efforts were redoubled. Practically all forms of business stood still while the business of saving the valley advanced.

May 5 was announced as the final wind-up of the campaign, and as the day drew near headquarters were crowded with workers, eager for assignments and anxious for good news. At the hour of 6:45 on the evening of May 5, the returns showed the campaign officially over the top, with contracts still coming in. More than 14,000 growers had voluntarily realigned themselves with the association and pledged over 274,000 acres of raisin grapes to their company. It was a night of tremendous rejoicing. Six bombs from headquarters announced the victory. The sirens of the fire department, the whistles of every factory and of every locomotive in the railroad yards joined forces with the horns of motorists and the singing of pedestrians in celebrating the victory. Not since the signing of the armistice has every city and town in the San Joaquin valley burst forth in such rejoicing.

FARM PROSPERITY THIS YEAR BASED ON DOMESTIC MARKETS

The key of farmers' prosperity this year will be based almost exclusively on domestic conditions, according to economists, foreign market prospects being less favorable this year than last. Increased attention of European nations to home production of food products and through further depreciated exchange are the causes for the slump in foreign prospects.

Notes on Fruit and Field Crops

LATE reports on California fruit and field crops are gathered from state-wide sources by the California Development Association and published herewith in brief.

Almonds—Owing to a lighter than normal setting of almonds in some of the leading districts, no bumper crop is expected, although the upper Sacramento Valley is assured a good crop, better than last year. A nearly normal crop is indicated for the Paso Robles district. A recent check made by the United States Department of Agriculture shows almond orchards cover 95,188 acres of California's soil in thirty-nine counties. According to the report 50,272 acres are bearing orchards while 38,239 acres are non-bearing. The non-bearing orchards will come into production year by year, rapidly swelling the total of the bearing acreage.

Apples—The apple crop of the Yucaipa Valley in San Bernardino County is expected to run approximately 1,000,000 boxes this season.

Apricots—The apricot crop in California is to be the largest in many years and with the lack of European demand a somewhat difficult problem will be presented. The Yolo County apricot crop shows indications of a heavy yield. Last year the apricots near Hayward were hardly worth picking, but this season finds the trees so heavily loaded that immediate thinning is found necessary.

Avocados—Tahiti avocados are off the market. Californias are of good grade and comparatively low in price, ranging from \$5 to \$8 per dozen.

Berries—Strawberries—According to E. H. Haack, general manager of the Central California Berry Growers' Association, the strawberry crop will be about 20 per cent less than last year, but the quality will be better than usual. The production in the Central California district last year approximated five thousand tons, or 930 carloads as they were loaded.

Cherries—There are indications that growers will receive an increased price for their cherry crop this season. The growers' association has advised that Royal Anne canning cherries will be held at the rate of \$11 per one hundred pounds, "plus a premium on certain grades."

Citrus—Lemons—The lemon market has exhibited the reverse tendency from that of oranges, now averaging for all grades about \$3.54 as compared with \$4.02 a month ago. This is only a few cents under last year's average for the same date of \$4.67. Picking has continued light but is improving as the warm season advances, and will reach the peak in June.

Citrus—Oranges—Valencia oranges have ripened rapidly, due to excellent weather conditions. Picking is in progress in the Lindsay and Visalia districts, and shippers are estimating a crop in excess of 2500 carloads, of generally high quality and good sizes. It has been estimated that the total Valencia crop will aggregate 25,000 carloads of 400 boxes each. Prices range from \$3.50 to \$4.50 per box.

Peaches—New rules for 1923 governing peaches for canning have been announced by the California

Canning Peach Growers' Association. No. 1 peaches must be $2\frac{3}{8}$ inches in diameter or more and free from gum, scab or worms. Peaches with visible split marks will be classed as No. 2's. Other peaches suitable for canning, excluding windfalls, not less than $2\frac{1}{8}$ inches in diameter, will be classified as No. 2 quality. Separate containers and rulings regarding proportion of second qualities from any one orchard are also included in the new rulings.

Plums—In general the plum crop this year is quite heavy. Most varieties of plums around Walnut Grove are in good shape and show prospects of a fine crop. Tragedies are very light in the vicinity of Folsom, but all Japanese varieties show a full crop except Wicksons which are very short. The plum crop around Auburn is normal. Newcastle reports a full crop assured on all early and mid-summer varieties, but not so heavy on later varieties. Exeter district and Stockton report full crops.

Prunes—A survey of the prune crop indicates that the State will not produce more than 60 per cent of last year's crop.

FIELD CROPS

Cantaloupes—Imperial Valley will start express shipments of cantaloupes on May 20 with freight shipments under refrigeration about one week later. According to crop authorities a larger and better crop is indicated this year on account of fine growing weather.

Garlic—The garlic acreage in Northern California for the 1923 season is estimated at 1600 acres compared with 1200 acres for 1922. In 1919 the United States Census enumerated 242 acres of garlic in the United States—all in California.

Rice—The California Rice Growers' Association announced that 100,000 bags of rice were sold in Willows on May 10 at \$2.40 per bag, an advance of 5 cents per bag over the previous week.

Rhubarb—The rhubarb acreage in Alameda County for the 1923 season was estimated at seven hundred acres, or about the same as last year. The movement approximated 225 cars, containing 504 boxes weighing approximately forty pounds net. The strawberry variety is grown.

Sugar Beets—The acreage planted to sugar beets will show a considerable increase over last year. There is some question as to whether or not the present high prices of sugar can be maintained, but even should the present prices be considerably lowered, there is every indication that growers will receive good returns on their crop this year.

After a survey of the sugar beet acreage planted in the Clarksburg district this season, a representative of one of the sugar companies has announced that a prospective tonnage of 60,000 to 70,000 will be shipped to the Alvarado refinery. Approximately 3800 acres have been planted, with indications of a better crop than last year's, when the yield averaged more than seventeen tons to the acre.

CALIFORNIA MONEY IN CALIFORNIA INDUSTRIES

By H. E. Davis

CALIFORNIA'S real growth industrially has just started. The same may be said of its growth as to population. The great California valleys are to be in time the center of such a population as to make present settlement and development appear insignificant.

We are just emerging from the pioneering stage in California. Where mining, agriculture, horticulture and lumbering were the primal industries, we are now entering the stage where California is beginning to be recognized as a potential power in the manufacturing world. All over the State new productive enterprises, some large and some small, are coming into being. To study the diversity of California manufactures, shown at industrial expositions in San Francisco and in Los Angeles, is to be amazed.

Crude materials of all kinds, both metallic and organic, are at our doorsteps in abundance; climatic conditions are such that all manufacturing and productive operations can be carried on twelve months of the year, indoors or out-of-doors, without hindrance. The markets of the west coast of South America and of the Orient are our rich trade frontier awaiting exploitation. Those manufacturing enterprises which are so backed by community co-operation that employees can rent or purchase on easy terms small modern homes, each with its garden plot, and having transportation, school and church facilities, can draw the pick of the skilled labor of America. The worker who is helped to secure his own home in the land of his dreams has little susceptibility to the blandishments of the walking delegate.

California already has some great manufacturing enterprises; some major public utility enterprises; the model co-operative marketing organization of the world handling a farm product. Other industries that are coming into being daily are future great industries.

But the surest index of California's growth is one seen only by the dealer in corporation securities: It is the steadily increasing Eastern demand for securities of Western corporations. While the West continues to go back East for its investment securities, the Easterner is accumulating the securities of the lusty, young corporations of the West coast because he sees their possibilities for growth, and for earnings less restricted by close competition than are earnings of sections where the limits of normal growth have been more nearly attained.

But one thing can hold California back. That thing would be a yielding to radicalistic legislative tendencies of a character which would stifle corporate operations. No large sectional progress can be made without the pooling together, into corporations, of community funds to enable operations of a magnitude which no individual would finance.

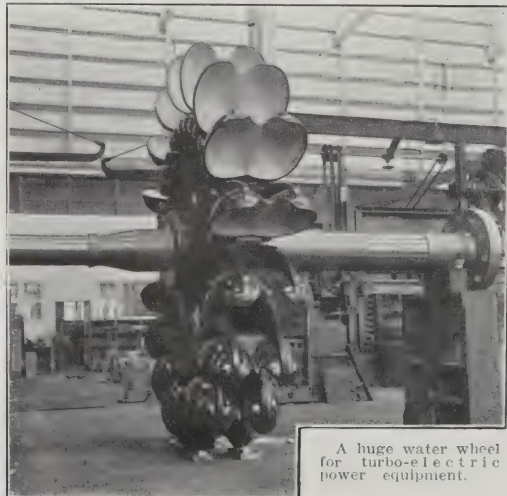
The Californian who places his investment funds into Western bonds and stocks performs a two-fold benefit: First, to himself in insuring for himself a part in the benefits accruing from Western growth and second, he is keeping his money at home where it will aid the growth of California.

PELTON WATER WHEEL COMPANY ACTIVITIES

ELY C. HUTCHINSON, vice-president and general manager of the Pelton Water Wheel Company, upon his return from a recent business trip observed an increasing interest throughout the East in California and in the West in general. In the Pelton Company's own line, hydraulic machinery, the high cost of fuel is forcing power users everywhere to investigate the possibilities for hydro-electric development, and many important projects are now under way, not only in the United States but in foreign countries as well. In general, manufacturers of machinery have their plants reasonably filled with work.

At the Pelton plant in San Francisco a large amount of work is in progress including new equipment and also orders covering reconstruction and repairs, not only of Pelton equipment, but of that built by other manufacturers. Increasing appreciation of Western power companies is indicated in the advantage of being able to call upon a local organization fully equipped for this class of work. In the February issue of the California Journal of Development a resume was published showing the work under way at this plant which included turbine electric equipment for the Hetch Hetchy project; the San Francisco No. 1 power house on the Los Angeles aqueduct; Ocean Falls, B. C. paper mill of the Pacific Mills, Ltd.

An idea of the extent of the operations of this San Francisco concern and of the way in which these advertise both San Francisco and California throughout the world may be gained from the fact that one of the Company's erecting engineers is now on his way home from India, where he recently completed the installation of six 15,000 horsepower wheels near Bombay. Another man has just returned from installing two 20,000 horsepower turbines near Mexico City, while a third is now in Chile installing three 11,500 horsepower turbines. This latter plant is particularly interesting since part of its work will be to furnish energy for the pioneer railroad electrification in that country, extending from Valparaiso to Santiago.



A huge water wheel for turbo-electric power equipment.



EDITORIAL



THE SPOT LIGHT ON COMMUNITIES

PERHAPS no other State has received the amount of publicity as has California. This has been especially true during the past few years. That this publicity has brought tremendous results in adding to the wealth of the State is self-evident. Resources which are yet undeveloped will likewise necessitate still further use of wisely chosen media to carry on the message in picture and published fact.

State-wide publicity campaigns have naturally taken a more or less bird's-eye point of view. Individual localities have not been stressed, thus leaving it to local commercial bodies to fill in the details of the panorama by publishing booklets and other advertising matter calling attention to the resources of their particular county or community. To still further the work of community publicity, the California Journal of Development will from time to time focus its attention on some particular section of the State and publish general surveys of its resources. Contributors eminently qualified to handle their subjects will be supplemented by editorial note book and camera.

In this issue, the California Journal of Development has turned to the city of Stockton and her adjacent agricultural districts. To make complete

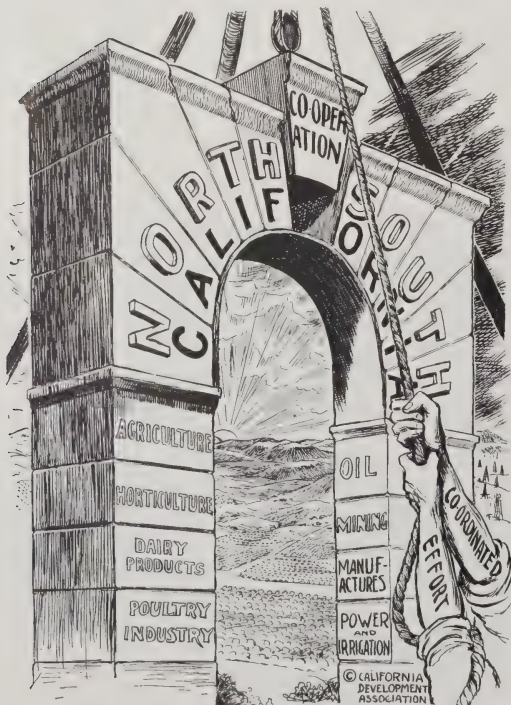
this summary, many chapters could be written regarding San Joaquin's present and potential development and as a background there should be included the many episodes of her history made romantic by such worthy writers as Mark Twain, Bret Harte and other writers of early Western days.

BLINDCRAFT SHOULD BE SUPPORTED

THE San Francisco Association for the Blind paid to blind workers in 1915 over \$2500. The association is managed entirely by women, and last year over \$40,000 was paid to the sightless workers.

In view of the economic success of Blindcraft, the work is certainly entitled to public sympathy and support. In order to properly promote its new forward movement, the association is forced to ask for donations to its building and equipment funds, and as it is doing not only effective welfare work, but has actually created a new industrial unit, it is expected that the public will assist in raising a large building and equipment fund so as to amply fulfill all the requirements of this splendid work.

Let's Pull Together



COMING EVENTS

Peninsula Pageant of Progress—San Carlos Speedway, May 26 to June 3.

Peach Day—Yuba City, June 1-2.

Cherry Carnival—San Leandro, June 4-9.

American Mining Congress—Western Division, San Francisco, June 11.

Greeters of America—Convention, San Francisco, June 18-23.

Pacific Coast Electrical Association Convention—San Francisco, June 19-23.

"The Mesa Trail" Annual Pageant—Los Gatos, June 22-23.

American Medical Association—Convention, San Francisco, June 25-29.

National Education Association—Oakland, June 28 to July 7.

Monroe Doctrine Centennial Celebration—Los Angeles, July 2 to August 4.

Yacht Regatta—Southern California Yacht Association, Santa Barbara, July 16-22.

Yacht Race—Santa Barbara to Honolulu, July 22.

California Rodeo—Salinas, July 25-29.

Stanislaus County Fair—Modesto, August 18-23.

Santa Clara County Fair—San Jose, August 18-26.

Petaluma Egg Fair—Petaluma, August 22-26.

San Joaquin County Fair—Stockton, August 23-29.

Yacht Regatta—Pacific Interclub Yacht Association, San Francisco, August 25 to September 3.

California State Fair—September 1-8.

FIGURES

BANK CLEARINGS AND BUILDING PERMITS FOR MONTH OF APRIL, 1923

| | Bank Clearings | | Building Permits | |
|----------------------|----------------|---------------|------------------|--------------|
| | 1923 | 1922 | 1923 | 1922 |
| San Francisco | \$656,800,000 | \$577,200,000 | \$ 5,173,801 | \$ 3,993,720 |
| Los Angeles | 558,567,000 | 400,290,000 | 15,352,944 | 12,959,686 |
| Oakland | 67,435,466 | 51,115,848 | 2,024,795 | 1,782,189 |
| San Diego | 41,874,672 | 12,210,054 | 876,096 | 1,006,010 |
| Long Beach | 34,699,273 | 17,340,329 | 2,260,272 | 2,549,422 |
| Sacramento | 27,115,755 | 24,033,879 | 699,047 | 532,303 |
| Pasadena | 21,423,592 | 16,233,547 | 968,526 | 961,300 |
| Fresno | 16,323,304 | 13,313,918 | 492,543 | 652,384 |
| Stockton | 12,505,600 | 9,406,100 | 407,600 | 546,955 |
| San Jose | 10,543,747 | 8,336,117 | 332,810 | 341,370 |
| San Bernardino | 7,116,589 | 6,458,258 | 247,005 | 190,580 |
| Bakersfield | 4,573,334 | 4,316,083 | 82,498 | 147,140 |
| Whittier | 3,045,538 | 1,533,710 | 165,690 | 76,660 |
| Riverside | 3,010,743 | 2,662,750 | 128,236 | 76,580 |
| Modesto | 2,846,743 | 2,520,949 | 60,105 | 93,875 |
| Santa Rosa | 2,662,182 | 1,733,678 | 158,188 | 60,335 |
| Santa Cruz | 1,306,845 | * | 84,100 | 93,975 |

* Not reported.

PETROLEUM

During March, according to the Geological Survey, production of petroleum attained the new high record of more than 1,810,000 barrels a day. Imports also gained slightly and in spite of the fact that indicated consumption increased to the new high record of more than 1,867,000 barrels a day, pipe-line and tank-farm stocks of crude petroleum increased 3,353,000 barrels during the month. During the first quarter of 1923 production was at the annual rate of more than 624,000,000 barrels as compared with 551,000,000 in 1922, the increase being chiefly due to flush production in California which increased its yield during the first three months of 1923 compared with the first quarter of 1922 by 80 per cent. Detailed figures follow:

| | Mar., 1923 | Mar., 1922 |
|--------------------------|-------------|-------------|
| Production ... | 56,132,000 | 46,916,000 |
| Imports | 5,840,000 | 14,004,010 |
| Exports | 721,000 | 797,693 |
| Consumption ... | 57,898,000 | 48,840,000 |
| End - month stocks | 258,738,000 | 221,588,000 |
| Wells comptd.. | 1,248 | 1,323 |

CALIFORNIA CITRUS FRUITS

With shipments of California navel oranges practically completed, it is noted that the present season shows an increase over last of approximately seven thousand carloads. The following totals covering orange and lemon shipments to date compared with the same date of last season are quoted from Pacific Fruit World of May 5.

| District | Oranges | | Lemons | |
|--------------------------|---------|---------|---------|---------|
| | 1922-23 | 1921-22 | 1922-23 | 1921-22 |
| Southern California..... | 20,496 | 13,559 | 3,299 | 4,012 |
| Central California..... | 5,280 | 4,838 | 222 | 105 |
| Northern California..... | 328 | 373 | 37 | 10 |
| Total | 26,104 | 18,770 | 3,558 | 4,127 |

Navel orange shipments to Eastern markets for several weeks have totaled from 1400 to 1600 carloads weekly. Averages realized in the auction markets have ranged from \$4.25 to \$5.25 per box. The best grades have touched as high as \$6.80 per box.

THE NATION'S BUSINESS AND FINANCIAL BAROMETER

Dun's Price Index Numbers

| | Mar. 1, 1923 | Feb. 1, 1923 | Apr. 1, 1922 | July 1, 1914 |
|--------------|--------------|--------------|--------------|--------------|
| Apr. 1, 1923 | \$193.087 | \$191.157 | \$186.250 | \$166.263 |
| March, 1923 | 159 | 157 | 156 | 152 |

United States Department of Labor Index Numbers

| | February, 1923 | January, 1923 | March, 1922 |
|-------------|----------------|---------------|-------------|
| March, 1923 | 159 | 157 | 152 |

Bank Clearings ('000 omitted)

| | February, 1923 | January, 1923 | March, 1922 |
|-------------|----------------|---------------|--------------|
| March, 1923 | \$35,311,675 | \$30,001,206 | \$36,339,936 |

Building Permits

| | February, 1923 | March, 1922 | February, 1922 |
|---------------|----------------|---------------|----------------|
| March, 1923 | 155 Cities | 162 Cities | 155 Cities |
| \$372,117,555 | \$221,401,496 | \$240,002,830 | \$133,011,394 |

The Metal Barometer

| | Apr., 1923 | Mar., 1923 | Apr., 1922 |
|---|------------|------------|------------|
| Unfilled orders, U. S. Steel (tons)..... | 7,403,332 | 7,283,980 | 4,494,148 |
| Daily average pig iron production (tons)..... | 113,590 | 106,935 | 65,639 |

Commodity Prices

| | Apr., 1923 | Apr., 1922 | July, 1914 |
|---------------------------------|------------|------------|------------|
| Wheat No. 1, Spring, bu..... | \$ 1.53½ | \$ 1.77¾ | \$.98 |
| Corn, No. 2, yellow, bu..... | 1.02½ | .80½ | .76½ |
| Oats, No. 2 white, bu..... | .57 | .49½ | .44½ |
| Flour, Minn., patent, bbl..... | 7.40 | 9.00 | 4.65 |
| Pork, mess., bbl..... | 27.75 | 25.50 | 22.25 |
| Coffee, Rio, No. 7, lb..... | .11½ | .10¾ | .08¾ |
| Beef, dressed, Chicago..... | 14.50 | 14.50 | 13.50 |
| Butter, extra, lb..... | 42.50 | 40.00 | 27.50 |
| Rice, fancy, cwt..... | 7.50 | 6.75 | 6.50 |
| Sugar, gran., cwt..... | 10.05 | 5.25 | 4.30 |
| Lead, cwt..... | 8.00 | 5.25 | 3.90 |
| Iron, No. 2, Phila., ton..... | 32.76 | 25.40 | 15.00 |
| Silver, oz..... | .67¾ | .67½ | .56 |
| Tin, cwt..... | 44.75 | 31.00 | 31.12½ |
| Steel billets, Pitts., ton..... | 45.00 | 29.50 | 19.00 |
| Copper, Cwt..... | 16.75 | 12.87½ | 13.55 |

Daily average production during the week ending April 25, was 1,945,850 barrels, a slight decrease from the previous week, but far ahead of all but the most recent figures. The strain on storage facilities has become so great that California producers have started "pinching back" output. The trend of prices is markedly downward, and cuts have been made in crude in the Mid-Continent, Texas, Wyoming, Montana, Ohio, Indiana and Illinois fields. Gasoline prices are also notably weaker and several companies have made a further reduction of a cent a gallon.

The nation's gasoline stocks had, on March 1, attained a new high level mark of 1,130,340,767 gallons, according to the Department of the Interior. The figures show a gain of 127,000,000 gallons over reserves on hand February 1, when stocks for the first time in history crossed the billion gallon mark.

TIMBER PROJECT TO PROCEED

Announcement of a \$7,000,000 timber handling program, involving \$28,000,000 worth of timber in Madera and Fresno counties, is made by Elmer H. Cox, San Francisco lumber magnate. Associated with Cox in the venture are: Arthur H. Fleming, Pasadena millionaire; R. C. Gillis, Los Angeles capitalist, and Herbert Fleishacker, San Francisco banker.

The timber is located in what is known as the Minaret region east of Fresno. The mill is nearly finished and sawing will commence in June of this year.



Los Angeles and Vicinity



THE SATURATION POINT

THERE is nothing at present that indicates the proximity of the so-called "saturation point." We evidently have embarked on an aggressive program of catching up with our National development, the building of houses, hotels and other edifices, the restoration of our railroad facilities, both from the standpoint of equipment and enlargement of terminals, as well as other features, extension of public utilities service to meet requirements, road building and so on almost ad infinitum. Fortunate indeed, is a country that has such solid needs and such magnificent resources to meet them. When it comes to the so-called "saturation point," who is to say that we have rounded out our productive cycle and reached a stage of satiety?



Southern California Orange Groves

Los Angeles—At a cost of \$3,000,000 the Pacific Electric Railway will shortly start construction of a subway tunnel from the Hill Street station to carry electric cars under the congested section of the city. According to D. W. Pontius, vice president and general manager of the company, the tunnel should be in operation within fifteen months after the bore is started.

Los Angeles—Continental Furniture Manufacturing Company of San Francisco has purchased a 5-acre site on Slauson avenue for the erection of a group of factory buildings for a Los Angeles plant.

Los Angeles—Kleiber Motor Company has awarded a contract for the construction of a factory building at Santa Fe avenue and Twenty-fourth street to cost \$87,000.



Reached by Splendid Boulevards

—Photos—Gabriel Moulin

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SAN FRANCISCO

Los Angeles—Fred Siegel has purchased a lot on the west side of Figueroa street between Fifth and Sixth streets and plans the erection of a 14-story class A hotel building. The site is 60 x 165 feet and the new building will cost approximately \$1,000,000. Work will be commenced as soon as the hotel which Mr. Siegel is erecting on Flower street is completed.

Los Angeles—The Los Angeles Railway Company is preparing to build its own traction cars. A new shop unit is to be erected at Fifty-fourth street and South Park avenue. It will be 100 x 400 feet and cost about \$150,000. Plans are also being prepared for a new car barn to be 350 x 500 feet, to cost about \$500,000.

San Bernardino—The Arrowhead Portland Cement Company is planning to erect a \$1,400,000 cement plant north of San Bernardino. Wm. F. May is manager of the new company.



San Diego

from the Pacific to the
Colorado



PROGRESS IN THE DESERT

By W. L. Paul

REMINISCENT of early days in Coachella Valley—"The American Sahara Desert," below the sea level—dry, hot, and dusty. No roads and no modern conveniences. It would take only a few moments for butter to melt, which we would pour into a bottle, put in a cork with a hole for a goose-quill, and squirt the butter on bread through the quill. Butter kept in this way was at least free from flies and dust.

No shade, and no roads. Our supervisors seemed to forget we belonged to Riverside County. The location of which I speak was five miles from the railroad. Supplies would naturally spoil quickly in this hot climate, which meant frequent trips to supply points during the summer months. Our only transportation was a span of horses or mules, which raised such clouds of dust that the driver failed to get even a fair sight of the team driven, between the ranch and the town. A great hardship, especially to people accustomed to living in cities and enjoying modern conveniences.

All the hardships and inconveniences, however, were quite easy to endure when we knew, beyond a question of doubt, that this desert with all the disagreeable conditions through the hot summer months, was ideal for the production of dates.

This fruit is known by our food chemists and medical authorities to be of the greatest value to humanity of any one product produced directly by the soil.

Perhaps exceedingly few of our readers realize the commercial value of a choice date garden in full bearing in the Old World. The writer has done some investigating along these lines, and found where a full-bearing date garden of choice varieties was sold. It was located seventy-five miles, camel's back, from Biskra; consisted of less than four acres, and was sold about four years since at \$17,500, gold! Now stop and think. Try to imagine the conditions in the Old World, and the conditions in this valley at the present time.

We are located on a transcontinental railroad, ocean-to-ocean highway, with lateral highways now under construction, in addition to those already finished. From time to time we have added improvements, local and long-distance telephones, with mail delivered at the door. My ranch, five miles from Coachella, is now equipped with electric pumping plant. We cook, bake, and wash with electricity, lights in every nook and corner where needed. Solar heater for heating water. If, at times it is not as warm as desired, run through the electric faucet and have it boiling, if necessary. Bathroom, shower bath, or plunge. Septic tank connecting bath, toilet and kitchen drain. Electric

fans, electric heater, electric irons, etc. With all these conveniences, why should we ever again wish to live in a city? The writer does not expect to live to see what they will naturally be in the next twenty-five years: but the knowledge now at hand of the phenomenal value of the date industry leads me to believe that it will be one of the wealthiest spots on this continent—when horticulture is taken into consideration.

PALO VERDE CHAMBER OF COMMERCE

By Clarence E. Good

WHILE every letter of the alphabet is represented in its membership list, not one Jones, nor Smith, nor Black, nor Green is named among the members of the Palo Verde Valley Chamber of Commerce.

Faced with the precedent of no real common names, the organization has set for itself a goal of no common achievement.

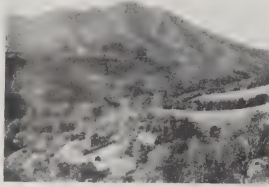
The Chamber of Commerce has recently reorganized and has now a membership of more than 300, with a substantial treasury. The former organization known as the Blythe Chamber of Commerce included only the municipality of Blythe, whereas the new body includes the entire Palo Verde Valley, and has become a real community organization.

An extensive program has been outlined, among the objects of which are the recognition and improvement of the Blythe-Mecca Highway, the betterment of farming and living conditions, sanitation of the city of Blythe, and the proper advertising of the potential wealth of the community.

IMPERIAL VALLEY COTTON

THE strong position of cotton in the markets of the world for the past several months is reviving interest in cotton planting throughout Imperial Valley. It is now estimated that the Imperial Valley cotton acreage in 1923 will approximate 210,000 acres, of which 160,000 will be on the Mexican side and 50,000 acres on the American side. The opinion is expressed that, should cotton prices remain above 20 cents per pound, the Imperial Valley may expect to get back to a normal economic condition during the present year.

San Diego—Vitriified Products Corporation has started work on the \$175,000 plant in Old Town. The first units will comprise a two-story building where hollow ware, such as sewer pipe and building blocks, will be manufactured; a grinding and screening mill house, a machine room where the brick will be formed, cut and pressed, a dozen dry kilns with a capacity of 50,000 brick a day, are included.



San Francisco and the Bay District



ANOTHER FACTORY FOR OAKLAND

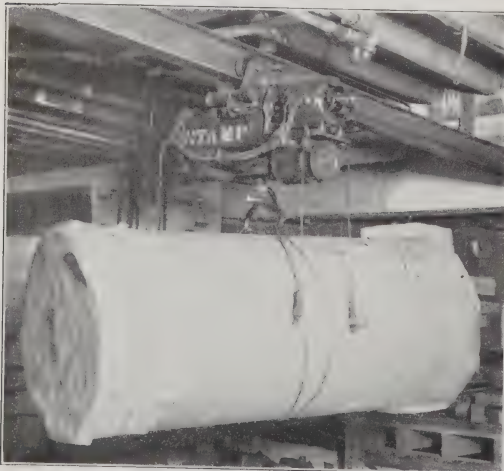
NIEDRINGHAUS Metal Ware Corporation of St. Louis, Mo., through its subsidiary, the Western Steel Package Company, has purchased five acres near Ninety-eighth Avenue. The first unit of their factory is now in course of construction.

The building which has concrete foundation and floor, will have galvanized sides and skylights in roof and will be 100 by 200 feet, giving a floor space of 20,000 square feet, covering only one-tenth of the total ground area. A spur track will be installed from the Southern Pacific line.

The Western Steel Package Company will engage in the manufacture of steel barrels only for the present, but it is expected that later on they will add other lines. The Niedringhaus Metal Ware Company, the parent organization, is a million dollar concern. It is the largest manufacturer of steel barrels in the Southwest.

Emeryville—The Doble Steam Motors Company has awarded contract for the construction of a large factory building which is designed for five stories.

San Francisco—Recent purchases by the Standard Oil Company have been announced by Buckbee, Thorne & Co. An entire block in the North Beach district was acquired and will be immediately improved as a distributing center. A portion of pier 43 has also been leased for the installation of fuel oil bunkering facilities.



A Stamp electric monorail hoist installed in a San Francisco newspaper plant.

CALIFORNIA MADE ELECTRIC HOISTS

From an economical as well as an engineering point of view it is possible to build small electrical equipment in California to compete directly with the products of giant eastern concerns. The Stamp Electric Hoist Company with a factory in San Francisco is producing a highly efficient electric hoist which has been declared by plant engineers to equal any like equipment manufactured in the East.

Many installations of Stamp hoists are to be found in western ice plants, lumber yards and industrial plants. Our illustration shows a typical installation in connection with a monorail conveying system in a San Francisco newspaper plant. A complete line of electrical hoisting and conveying equipment is manufactured in this San Francisco factory, including traveling cranes and various types of hoists in capacities from 500 pounds to 15,000 pounds.

Have you a modern hotel in your community?



A modern hotel is a vital necessity to any progressive city. It is the focal center of social and industrial activities reflecting the character of the community which it serves. A good hotel is the magnet which attracts the ever-increasing tide of visitors and commercial travelers; and in their wake—new blood, new wealth, civic pride and prosperity.

To be successful, the hotel must have its four fundamental phases carefully handled—Organization, Finance, Construction, Operation.

Our plan of community finance thoroughly co-ordinates these fundamentals and insures success. There is no guess work. We will be glad to offer suggestions regarding your hotel problem. No charge is made for consultation.

We are prepared, also, to organize and conduct campaigns for *Community Chests, Hospitals* and other community enterprises.



Address all communications to

FREDERICK D. CLOUD, Manager

Community Finance Service

2947 MAGNOLIA AVENUE

BERKELEY, CALIFORNIA



San Joaquin Valley and Central Coast Counties



THE BELL MARBLE QUARRIES

With California's tremendous building operations, success has continuously marked the several marble quarrying concerns who have been responsible for supplying the finest grade of marble for our great buildings. It may come as a surprise to many to learn that native marble is preferred by architects and builders who have found that it is superior in quality, hardness, exquisite colorings and beauty of pattern tracings.

For several years the Bell Marble Quarries have been producing great tonnages of fine marble from their extensive deposits at Columbia in Tuolumne county. "Bell" marble has earned an enviable reputation for its beauty and fineness of quality. Pressure tests and wear resisting qualities show it to be extremely satisfactory as a building material. Tile flooring made from this marble is said to have almost infinite wearing qualities.

Managed by capable executives, the Bell Marble Quarries, Inc., has, during the past few years, built up a very successful business of supplying rough marble blocks which are in turn milled to slabs and

blocks to meet the varying conditions required in building operations. To be further equipped to supply finished marble for every purpose the company is planning to erect a modern finishing and cutting mill in the vicinity of San Francisco. There is every indication that with its increased facilities, the company will experience a still further degree of success in their line of industry.

THE BORDEN DELTA HIGHWAY

WITH the reopening on May 15 of the Borden Delta Highway, a new scenic route to Stockton and Yosemite Valley is afforded the motorist from Oakland and the bay region. With the Tunnel Road in Berkeley as the western outlet the Borden Highway is connected up by a splendid paved road which leads through Walnut Creek, Concord, Pittsburg, Antioch and Brentwood, thence over the islands and delta of the San Joaquin to Stockton. Changing vistas of hill and valley with a panorama of bay and river are included in the attractions of the new highway.

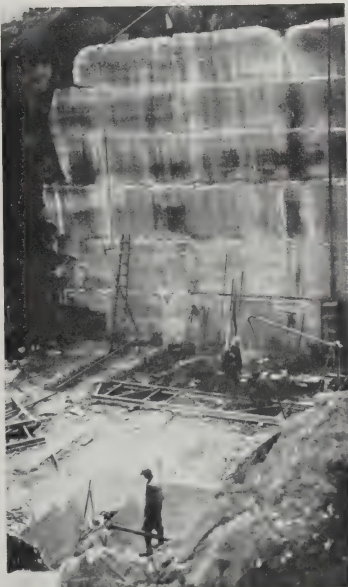
Santa Barbara—Proposing to introduce natural gas into Santa Barbara county, the Southern Counties Gas Company has applied to the Railroad Commission for authority to make the necessary expenditure of \$277,000 for the purpose. Construction of a gas compressor station in the Ventura river field and a six-inch transmission line from the field to the city of Santa Barbara is contemplated.

Mariposa—Yosemite Cement Company, representing capitalists of the Middle West, has acquired in San Joaquin territory 1500 acres additional to Merced holdings, and will spend approximately \$1,000,000 in the construction of a cement plant.

Merced—The California Pottery Company has been awarded a contract by the National Lead Company to manufacture 100,000 corroding pots to be used in the manufacture of white lead. The six big kilns of the plant are working at full capacity.

OXNARD NEEDS A MODERN HOTEL

OXNARD, amid a thriving section in Ventura county, is a city of approximately 6000 inhabitants and there is need for an up-to-date commercial hotel, an up-to-date theater, a furniture store and a nursery yard. At present there is no nursery yard, one combination plumbing and furniture store that does not meet the requirements of the community, a very poor hotel, and two theaters that would be classed about No. 4.



Quarrying California Marble.



Sacramento Valley and Northern California



THE NEW GOVERNMENT IRRIGATION DISTRICT AT ORLAND

By E. A. Kirk

"I MOVE that it be the sense of the land owners here assembled that the proposed irrigation project is feasible and desirable and that the Orland Chamber of Commerce be and the same is hereby requested and instructed to procure the signatures of the land owners in the proposed area preparatory to forming the district."

This motion, made by a gentleman from Santa Cruz, owner of 640 acres in the area, and carried unanimously, was the culmination of a mass meeting held in Orland last Monday by the Chamber of Commerce which has been working on the matter for several months.

The meeting was attended by a large number of both resident and non-resident land owners and the action came after a lengthy discussion of the plans of the proposed district.

The meeting was addressed by Director A. P. Davis of the United States Reclamation Service; W. A. Davis, Assistant Secretary of the Interior, and Miles Cannon, Field Commissioner of the United States Reclamation Service, all of Washington, D. C., who spoke in the highest terms of the Orland Project and its relations to the United States Government.

The area proposed will include 25,000 acres of level, fertile land lying contiguous to the present Orland Government Project which in the past has been dry farmed to grain.

The plan involves the construction of a dam and reservoir at Millsite on Stony Creek some miles above Orland and the impounding of water from the watershed of the Coast Range Mountains.

Already a number of large land owners have signed up their lands and the Chamber of Commerce is arranging to push the canvass with vigor.

Oroville—Wyandotte Cannery, Inc., has been organized to erect an olive packing plant to be leased to the Wyandotte Olive Growers' Association.

Roseville—Pacific Fruit Express Company has started construction of an addition to their ice plant. Estimated cost of the building is \$200,000 and equipment will cost a like amount.

Eureka—The Eureka Ice and Cold Storage Company will shortly commence construction of a plant with a production capacity of 15 tons of ice per day with a cold storage capacity of 149,000 cubic feet.

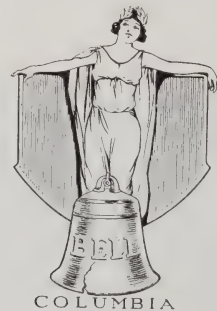
Orland—W. T. Hilliard of Paskenta, owner of a large timber tract in the Coast Range, will establish a lumber yard, box factory and planing mill at

Orland. Hilliard has a tract of timber containing ten million feet, and has leasing privileges on timber to keep the mill going for a long term of years. The material not adaptable for good timber will be utilized in box shooks.

Orland—Construction will start immediately by the Anchorage Farm Company on a packing plant and a dehydrating plant to cost approximately \$13,000.

Marysville—The Pacific Gas and Electric Company has made an appropriation of \$100,000 for improvement of service in the Marysville and Yuba City districts. The Marysville sub-station will be rebuilt at a cost of \$50,000. High pressure gas service will be installed in Yuba City.

Two contracts have been signed by the Government with A. D. Kern of Portland to reinforce and extend a jetty at Humboldt bay and complete a breakwater at Crescent City, costing \$300,000 and \$200,000 respectively. The Humboldt bay jetty will be extended 300 feet.



With no preferred stock, we offer common stock in this successful marble production corporation. An investigation will prove the intrinsic value of this investment.

The marble finishing of the Golden Gate and Loew's Warfield theaters, San Francisco, were supplied from the Bell Marble Quarries.

The Metropolitan Life building that crowns San Francisco's Nob Hill contains the splendid product of our quarries, giving stability and beauty to this great structure.

Bell marble has also been used extensively in the new Standard Oil building and many others including public school buildings of Los Angeles county.

BELL MARBLE QUARRIES

OF COLUMBIA, Inc.

17 Spear Street.

San Francisco.

SAN JOAQUIN DELTA

(Continued from page 5)

in this and the adjoining Sacramento river delta. The supply of winter onions for large areas of the United States comes from these lands. Celery through the coldest winter months is cut and shipped to Eastern markets. From 25,000 to 40,000 acres of these lands are given over each year to the production of potatoes and hundreds of cars are shipped to other states. A remarkable characteristic of the soil of these lands is its capacity to "keep" potatoes after maturity. To illustrate: All of the potatoes mature by the first of November. Because of adverse market conditions this last year many acres were not dug. In April there was a fair market and at that time thousands of sacks were dug and marketed in fine shape, after having remained in the ground through all of the heavy winter rains. No need of pits there.

Reclamation work has included adequate drainage over the entire area which has resulted in an entirely healthful living environment. In the matter of healthful living conditions and equable climate of this region, it is of more than passing interest to note that the United States Government selected the Lindley farm on Rough and Ready Island as the site for its agricultural school for vocational training of world-war soldiers. Many agricultural districts were considered by Government experts; such a school required that it be located where sanitation, healthful living conditions and recreational advantages would be combined with ideal soil and farming conditions. The health records of the Government training school on Rough and Ready Island show decidedly that every requirement has been satisfied. Here the Government trainees apply practical agricultural methods to an exceedingly great variety of crops and live stock amid ideal recreational and healthful surroundings.

Now that practically all of the problems of reclamation of the Delta have been solved it is certain that soon it will be settled by a happy and contented population—happy because of the nearly perfect living conditions and contented because of the profitable and certain income from their lands.

"BEFORE AND AFTER TAKING"—WATER

(Continued from page 7)

population of the county by about 9,000 and on the assumption that putting a family into a farming district puts a corresponding family into the largest town, it has increased the population of Stockton by a like number. It has built up three rapidly growing and prosperous towns, with a population of about 4500 where there were no towns before, worthy of the name. It has made possible the organization of five banks with combined resources of \$2,000,000. It has built up three Union high school districts, with a daily attendance of over 400. But the district realizes that it is just past the beginning of things and it is still far from being intensively developed. I predict that the future prosperity of the South San Joaquin district will largely lie in the development of the small farm, combining the four most important factors of prosperity—a home, an occupation, an income and—*independence*.

FROM THE CROW'S NEST

By R. Berkeley, of Strassburger & Co.

WHEN the history of California is written a generation hence, two things will stand out in blazing letters on every page. First, stories of the amazing battalions of successful pioneers to be seen at every stage of her triumphal march; secondly, the sorrowful processions of lost souls—in the financial sense—that have broken away at intervals from the happy marchers to victory. Mining, Agriculture, the secondary, and later, the primary industries, in every field of human endeavor we shall be recounting successes that have been surprising to even those who have reaped their fruits. Unfortunately, however, we shall be compelled to admit that, great though our accomplishments, we have fallen short of what we might have achieved in the time that has been at our disposal—had we been less of children in our scorn of counsel, had we been willing to admit that in no sphere of human endeavor can the voice of experience be disregarded with impunity.

I refer to the immense sums that have been wasted on projects that had seldom a grain of honesty in their conception, that had always a too liberal seasoning of unwarranted optimism. I am not romancing when I say that every decade has witnessed the reckless dissipation of fully two thousand millions of sufficiently hard earned dollars, in schemes that anyone possessing a modicum of acquaintance with finance or business engineering knew were fated to failure. New chapters are even now being added to the Book of Human Folly, the tale of conceit adding daily to the postal revenue—the only consolation left us.

And it is preventable. To what purpose is a telephone installed in every home, if the subscriber to the service will not take the trouble to use it when its use would spell so much of added happiness to all within its walls? Five minutes, less than that, consulting any of the members of the San Francisco Stock and Bond Exchange concerning the prospect of many a project painted in alluring colors, would show it clothed in the shroud that it must wear before many months have passed. Here we have at our beck and call some fifty men, trained experts in financial matters, of proved and daily tested probity, whose livelihood depends on the value of the advice they tender freely to anyone who will be at the pains of asking for it. And we "forget it!"

Are we crazy, lazy, or just a lot of boasting babes?

A LIFETIME OPPORTUNITY

Irrigated orchard and alfalfa bottom lands of fertile alluvial soil, roads, schools; near Marysville in center of orchard districts. Price \$150 to \$250 per acre. No payments on principal for five years.

Apply

Farm Land Investment Co.Arboga, Yuba County,
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LANDSCAPE GARDENING

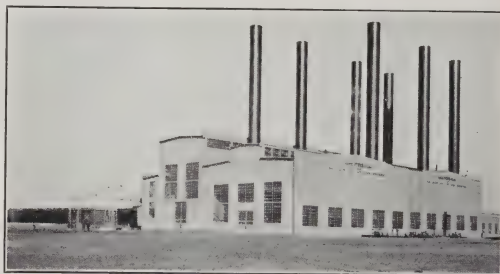
(Continued from page 8)

such employes at the highest possible point. It has been their experience in the past that no better method has been developed than that of establishing pleasant homes and attractive surroundings. Take the Vacaville sub-station of the Mount Shasta Power Corporation, five miles from Vacaville in the midst of a flat, dry, uninteresting country, naked and exposed. Here are being established wind breaks, shade trees, lawn and attractive shrubbery with a recreational center as well. The expense, of course, in order to develop this tract for the purpose intended, is very great, but the amount being expended is considered money well invested. Another example which might be cited is the Midway steam plant of the San Joaquin Light and Power Corporation, twenty miles west of Bakersfield, practically surrounded by desert, but being developed into an attractive tract with a ball-field as well as wind breaks, shade trees, etc. This power corporation is also making a real beauty spot at its Kerckhoff plant, forty-five miles east of Fresno in the upper ridges of the foothills and just at the base of the high Sierras. Here conditions are vastly different, there being a natural setting of native oak, pine and manzanita, but added to this will be beautiful and extensive lawn effects, surrounded by well chosen and carefully arranged shrubbery.

In each of the above instances well planned and attractive cottages have been provided for the use of the employes, each cottage having its own little

space for individual gardens, fruit trees, vegetables, chickens, etc., and it is remarkable to find the interest displayed by the individual employe in the landscape treatment under way which must be a source of much gratification to the companies which undertake such progressive work.

Landscape work such as has been spoken of above naturally requires careful study, not only as to adaptability and utility with a view of the ultimate result to be obtained, but a careful survey of soil conditions, plant life suitable to climate and environment is likewise necessary. The element of upkeep after installation also demands much study and thought, and it has been found advisable to provide comprehensive and detailed plans before such work is authorized, and such plans are very necessary in order to form intelligent estimates. The illustration on page 8 is a good example of a landscape plan designed for the Midway plant of the San Joaquin Light and Power Corporation.



The Midway plant of the San Joaquin Light and Power Company.

California Agricultural and Grazing Lands

are offered for sale by

SOUTHERN PACIFIC COMPANY

in various localities throughout the State, adjacent to its railroad lines

Prices range as follows:

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| Grazing lands | \$1 to \$10 per acre |
| Grazing lands with some agricultural possibilities | \$5 to .25 per acre |
| Agricultural lands | \$20 to \$165 per acre |

Terms of Sale:

Nineteen-year Amortization Contracts requiring residence and use.

Ten-year Contracts with no residence or use requirement.

Cash with a 10 per cent discount allowed.

Timber lands.....\$1 to \$5 per M stumpage payable in cash or annual payments prior to cutting.

For free information, maps and prices, address

LAND DEPARTMENT

SOUTHERN PACIFIC COMPANY

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336 P. E., Bldg., Los Angeles, Calif.

Beauty and attractiveness seem to be the aim wherever we turn and it appears to be one of the modern ambitions to endeavor to attain these results, and we find this exemplified most unexpectedly at times. An automobile filling station does not bring to the mind any very beautiful thought nor does the word "sign-board" register on the brain an idea of beauty. However, who of us pass an attractively arranged and decorated filling station in San Francisco without a pleasant thought. The Associated Oil Company has in this city endeavored to make features of the various stations which they have established and all done at considerable expense and on leased ground. There must be some very good reason for such work being done; it must pay and must give some adequate return on the investment. Sign-boards up to within the past few years were most unpopular with the general public, but Foster & Kleiser have overcome this popular prejudice to a very large extent by well arranged landscape treatment around most of their prominent sign-boards.

Many more examples of interest displayed by our large industrial companies might be cited and we find this interest shown by many various lines of endeavor. The Virden Packing Company at its South San Francisco plant, the Metal & Thermit Corporation at the same city, the California Hawaiian Sugar Refining Corporation at Crockett, the Sperry Flour Co. at Vallejo, the Durant, Chevrolet and Star plants in East Oakland, and many others have spent much money on such work and all are good examples of what may be accomplished in this manner.

EASTERN AUCTIONS

FRUIT and vegetable auctions have come to be an important factor in the marketing activities of this country with New York City as the leading auction center.

A noteworthy feature of auction sales is that the products handled are usually shipped from distant sections to compete with products grown nearer the large Eastern markets. California citrus and deciduous fruit lead by volume in this class of sales. Among the more important products selling successfully at auction are the following: Oranges, grapefruit, lemons, apples, apricots, cherries, figs, onions, peaches, pears, plums, prunes, cantaloupes, cucumbers, garlic, lettuce, celery and tomatoes.

According to the United States Department of Agriculture, there are certain conditions which must be fulfilled before a commodity can sell successfully at auction. For example, it must first attain the characteristics of an auction commodity. Briefly, these characteristics are (1) a reasonable constant supply in season, (2) well-graded, well-packed goods in uniform packages, (3) arrivals should be in car-lot quantities except express shipments or lots out of cold storage, and (4) arrivals should be in sufficient quantity to permit of being handled at a minimum expense.

Public auctions of fruit and produce have had a notable growth during the past ten years, which is said to be based on certain advantages which may be summed up as follows: Publicity, competitive bidding, a congress of buyers, concentration of commodities, expert salesmen, and a minimum of expense.

The First Hotel on Market Street



This hotel is just two minutes' walk from the Ferry Building.

All rooms are outside rooms, bright and airy, and most modern in every way.

The very finest of meals are served in our grill, being perfectly cooked and appetizingly served and at very reasonable prices.

We believe once you visit our hotel you will always be our guest when in San Francisco.

MUNRO KADOTA FIG ORCHARDS



A corner of Munro orchards, showing irrigation system. There are eight of these wells, each furnishing 1000 gallons of water per minute. Trees shown are five months old.

Units of five or more acres sold on small cash payment—balance instalments over six to nine years. Deed given with first payment. We have fifteen units planted orchard unsold out of the original 105 units.

If interested, write for literature.

BERKELEY SECURITIES COMPANY

2270 SHATTUCK AVENUE

BERKELEY, CALIFORNIA

*With
Profits Guaranteed
Is the Soundest
Orchard Investment in
California*

Investigation Will Convince You

Kadotas are yielding profits of \$600 to \$1000 per acre. Excess of demand over supply so great that large profits are certain for many years.

We plant and care for orchards six years—no expense or trouble to purchaser—our price includes everything even interest and taxes, and ownership in a superb Irrigation System, all developed.

OUR GUARANTEE CONTRACT—(The only one of its kind.) Backed by a Company with Resources of \$2,000,000.

Some Advantages of Sugar Beet Culture

(Editorial Correspondence.)

IN the diversity of her agricultural products, the rank of California as a sugar producing State is often lost sight of. California has been producing beet sugar now for practically half a century. She has not only the pioneer beet sugar factory of the country, but the largest beet sugar factory in the world within her boundaries. Few people not connected with the sugar industry have an adequate conception of the extent or importance of the industry in California's agriculture. Although grown to some extent in the interior valleys, sugar beet growing has reached its highest development in the Coast valleys from the San Francisco Bay region south to Orange County. In this section the summer temperature is modified by the fogs and breezes from the Pacific Ocean. In the rapid expansion of the industry, as in other states, sugar beet culture has often been extended into localities unsuited to the crop. Although still capable of large expansion, the localities and types of soil to which sugar beets are best adapted in California are fairly well defined. These localities are recognized as among the best farming communities and the most prosperous sections of the State. In such localities where climate and soil are favorable, sugar beets have some advantages not shared by other crops.

Successful sugar beet growing requires good farmers. The sugar beet is sensitive to the attention it receives, and reflects this attention in its returns. The deep and thorough tillage required for success with beets has been reflected in the yields of other crops when grown in rotation with sugar beets. Yields of grain and other crops are often increased from 50 to 100 per cent after rotation with sugar beets, which is due in part to the renewing of the soil by the thorough cultivation which the crop receives and in part to the fertilizing value of the crop residues from the crop of sugar beets.

In those sections where climate and soil are favorable, this crop affords a better division of labor than most any other crop that can be grown. From the preparation of the land in the spring, until harvest in the fall, is almost one continuous operation. To a large extent, a farmer's income is determined by the number of hours he is able to

profitably employ in the growing of crops on his farm. If he grows a crop of grain, only a few hours per acre are required for seeding and for harvest, and between times the farmer, and his equipment, may be idle, while with beets the number of hours required per acre is several times greater, but with a commensurate return.

Sugar beets are grown under contract with the various sugar factories of the State at a scale of prices graduated upon the percentage of sugar in the beet, which percentage runs uniformly high in California. In most cases these contracts also have a participating clause whereby the grower receives an initial settlement for his beets at the time of delivery and a final settlement based on the net price received for the sugar manufactured from his beets. In this way the beet grower becomes a partner of the sugar manufacturer.

Where the conditions are favorable for their growth, a reasonable acreage of beets in every cropping system will help to balance the labor on the farm and being a cash crop, is an insurance that will protect against the uncertainty of other crops which are so much subject to current market fluctuations.

Aside from the direct cash return received by the farmer for his beets, there are some indirect returns that should be credited to the beet crop. The beet tops cut from the sugar beets, when they are harvested, are valuable either plowed under for fertilizer or used as food for stock. For stock they are either siloed or pastured off where grown. For this pasturage, the beet grower realizes several dollars per acre whether he feeds them to his own stock or sells them to others. To the beet growing sections are brought each fall many thousands head of range cattle and sheep to be fattened for the market on beet tops. Animals thus fed command the highest market price, because of the high quality of the meat.

Sugar beet pulp, the material that remains after the sugar is extracted, is usually dried and makes an excellent feed product, particularly desirable as a dairy feed. Beet pulp will be found to be included in the rations of the highest producing dairy herds of the State. Too much of this valu-

(Continued on page 28)





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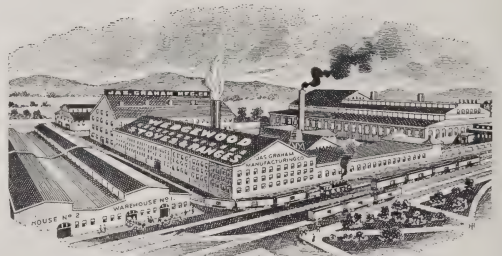
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WEATHER CONDITIONS DURING APRIL

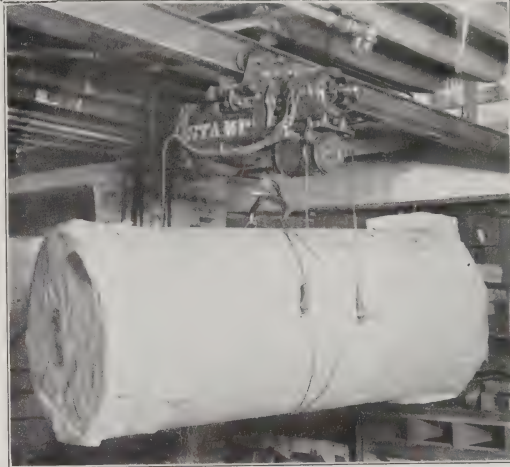
By Edward A. Beals, Meteorologist

THE rain that began near the end of last month continued intermittently till the 7th, and did an immense amount of good to all growing crops in California. These rains were followed by others on the 10th and 11th and again on the 17th, 18th and 19th, after which fair weather prevailed. Owing to the number of rainy days, the temperature averaged below normal, the deficit being caused by cool afternoons rather than cool nights.

Excellent progress was made in planting rice, cotton, beans, corn, sugar beets and potatoes. The soil kept in good condition for germination, which was somewhat slow on account of the cool afternoons. Barley, wheat, oats and alfalfa did splendidly during the entire month. The peak of the asparagus crop was reached near the end of the month. Apricots, peaches, plums, pears, cherries and almonds set good crops of fruit. Prunes also set a good crop; but during the last ten days of the month they began dropping more than usual. Orange and lemon groves kept in good condition and considerable picking of lemons and valencia oranges was accomplished. Strawberries and cherries came into the market during this month.

The Sacramento section of the American Society of Civil Engineers has elected the following officers for the ensuing year; Edward Hyatt, Jr., president; Frank D. Talbot, vice-president, and Harry A. Armstrong, secretary.

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SUGAR BEET CULTURE

(Continued from page 24)

able California product is shipped into the dairy sections of other States where dairymen have learned its value.

The process of manufacture of sugar from the sugar beet involves the utilization of much machinery, highly specialized in character. The beets are sliced into noodle-shaped strips by a large slicing apparatus. These slices are then digested in retorts where the extraction of the sugar is consummated. The extracted juices are clarified through treatment with different substances, through heat and filtration. All of these processes require specialized machinery to achieve satisfactory results. The juices pass successively through several batteries of carbonators, re-heaters and sulphitation retorts, and thrice through filter presses before arrival at the evaporators. Evaporators are used to drive off the excess water in the juices, thus converting them into syrups. Vacuum pans convert the syrups into crystallized sugar. Crystallizers, centrifugals, conveyors, dryers, sackers, all in their turn assist in the manufacture of the final product. The molasses which is separated from the crystallized sugar through centrifuging, in its turn is Steffenized, going through coolers, Oliver presses, saccharate mixers, and joins up again with the beet juices in the carbonators. To operate this machinery, skilled process men are essential. These skilled workmen are very valuable to the manufacturer, and as a consequence, must be retained throughout the entire year. The brief period of operation of the factory during which the beets are worked up and sugar extracted, is known as "the campaign." The campaign requires a large supply of common labor in addition to the permanent skilled help and the employment of a large force of skilled help throughout the year.

Although much of the apparatus utilized in the manufacture of raw sugar from cane is similar to that used in the beet sugar process, there are marked differences nevertheless.

The cane runs through crushers and rollers where the juice is squeezed out. This machine known as "the mill" is the chief piece of machinery in the raw sugar factory of the tropics. The juices are clarified, through permitting the dirt and sediment to settle. The clear juice has the excess water removed through evaporation in evaporators. The syrup, a cloudy liquid, passes to the vacuum pans where it is boiled down permitting the formation of sugar crystals. The crystals are separated from the molasses in the best manner possible through centrifuging. Upon being sacked, the sugar is ready for shipment to the refineries to be converted into pure white sugar, yet no better in quality than the pure white produced by the beet sugar factory. A few skilled employees oversee the process. The work is all performed by cheap coolie labor.

Not California alone but the entire country is interested in the permanent establishment of the beet sugar industry in those districts which are best adapted for it. The sugar industry has recovered from the deflation period after the war and has returned to a normal, healthy status, thus proving it as one of the sound and stable industries

of the country, supplying a large part of our sugar requirements, and what is more important, give remunerative employment to large numbers of our farmers and factory workers.

IDEAL VACATION FOR YOUNG MEN

SELECTION of two or three of their young employes who desire to enjoy a month's vacation in ideal surroundings entirely free of expense to themselves by large concerns in California is advocated by Colonel Ernest V. Smith, chief of staff, Ninety-first Division, Presidio. He is to command summer camps from July 26 to August 24 at Del Monte and Fort Winfield Scott, where 1000 young men from all parts of the State are to be given a month's military training by the War Department as part of the National Defense act.

Two or three large San Francisco firms, such as the Pacific Telephone & Telegraph Company, The Emporium, and others, have already made arrangements to select three young men from their employes and recommend them for enrollment at the camp. This recommendation will be sufficient to insure that the young men will attend and, of course, their jobs will be waiting for them when they return. In a letter to the editor of the California Journal of Development, Colonel Smith urges that heads of large firms who desire to do something along these lines write to him.

Theodore Roosevelt has said, referring specifically to these camps: "The military tent, where boys sleep side by side, will rank next to the public school among the great agents of democracy."

Camps this year will include a splendid course of military training, athletics, and other diversions. Their purpose is to bring together young men of high type from all sections of the country on a common basis of equality and under the most favorable conditions of outdoor life; to stimulate good citizenship, patriotism, and Americanism.

Quotas in the State are being filled rapidly, according to the military authorities, who urge that young men who desire to participate, send in their applications at once to headquarters Ninety-first Division, Presidio of San Francisco.

THE MUNRO FIG FARMS

The Munro Kadota fig farms are showing good prospects of realizing satisfactory returns to investors, according to representatives of the Berkeley Securities Company which is handling this land. This company is a subsidiary of the Security Bond and Finance Company.

The Munro farms, which are located in the fig belt near Stockton, are supplied with irrigation water from deep wells located on the property. Electrically driven high-powered pumps of ten-inch capacity are installed and provide an always available water supply to fill the extensive system of irrigation ditches. Agricultural authorities have expressed high opinion as to the soil and farming methods of the Munro project.

Santa Barbara—A total of \$241,000 has been appropriated by the Southern California Edison Company for improvements and extension to its lines in the Santa Barbara district. A sub-station is planned at Carpinteria to cost \$60,000.

Keep Western Money in Western Industries

Those who divert a part of their funds into the purchase of bonds and stocks, whether for interest and dividend income, or for price appreciation can do no better than to confine their selections to the securities of Western corporations.

The California resident *pays no property tax on the securities of California corporations.*

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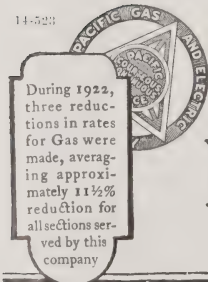
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THE SAN DIEGO SURVEY

MATERIAL for the revised publication of the San Diego County Agricultural and Soil Survey, which has been compiled by the Bureau of Research of the California Development Association, is now ready for publication. This will be the first unit of the Statewide survey to be published, and results from special arrangements made with the California Development Association by the San Diego Chamber of Commerce, San Diego California Club, and the County Board of Supervisors.

This new publication will replace the exhausted supply of the Agricultural Survey of San Diego County made in 1918 through the joint efforts of the above-mentioned bodies. A revision of the contents of the old publication has been made with proper corrections of the same brought about by changes in county conditions. The new book will present a complete reorganization of form, being based upon a carefully prepared outline as to the manner of presentation and the treatment of contents.

The first part of the book will be devoted to matters of major importance which have general application to the whole county. Methods of land settlement and the problems incidental thereto; county soil types with their crop adaptation; county climatic conditions with tables showing rainfall, temperatures, etc.; water resources, irrigation facilities, with irrigable areas and water costs; crop acreages and yields; marketing practices with average prices over the past five years; and data on seed and tree costs, etc., are treated in detail in separate sections devoted to each.

The second part of the material prepared by the Bureau of Research for this book contains data on the main agricultural interests of the county. A separate section is devoted to each crop and type of livestock interest, and consists of information on farming practices to be observed, and costs involved in the various stages of production; this data being so prepared that the book will find valuable use as a farmers' manual.

The book has been prepared for the purpose of giving only the actual facts relative to the county's agricultural conditions, and for this purpose such accurate sources of information as the Farm Advisor, Farm Bureau, Horticultural Commissioner, irrigation and water officials, marketing organizations, bankers, farmers, and growers, etc., have been used, the data thus obtained having been carefully analyzed and compiled from an impartial and neutral standpoint.

This same type of information is being gathered by the California Development Association from every section of the State, and when completed will afford an accurate body of facts that will be complete in every respect.

Ira Morrison, City Clerk of Chico for the past eight years, has been named city manager. The appointment is effective immediately, under the provisions of a recently adopted charter.

Southern Pacific authorized by Interstate Commerce Commission to construct 21 miles of railroad running out of Bakersfield into agricultural territory. Cost is estimated at \$500,000.

MARYSVILLE TO HAVE A FINE HOTEL

MARYSVILLE is to have a splendid new hotel. This was made certain recently when the citizens of that community got together, under the leadership of Frederick D. Cloud of the Community Finance Service, and subscribed more than two-thirds of the funds required to finance it. To complete the financing, a modest bank loan has been secured.

Including the building, grounds, and furnishings the new hotel enterprise calls for a total investment of more than \$400,000.

It is to be a thoroughly modern hotel, artistic in structure and of the very latest hotel design, and will be a combination of the tourist-commercial type, style, and arrangement, so that it may appeal to the largest number of both tourists and business men and women.

In planning the building, special consideration is to be given to the social needs of the community. Besides an unusually attractive lobby, the new hotel is to have a spacious lounge, a banquet hall suitable for all kinds of social functions and convention meetings, together with a series of private dining and tea rooms. Other features will be provided, such as outdoor lounging verandas, sun porches, and a swimming pool. Most of the rooms will have private bath, and all rooms will be outside rooms. Moreover, there will be a wide selection of rooms in order that the man of small means, as well as the wealthy tourist, may find the kind of accommodation he wants.

Unlike so many loosely organized community ventures of this character, the Marysville hotel enterprise has been handled in a thoroughly business-like manner in every detail. The plan presented by Mr. Cloud, adopted by the Board of Directors, and carried through to success, not only fully protects the investment of every stockholder, but it reduces the expenses of organization and of conducting the fund-raising campaign to a minimum—less than 4 per cent of the amount of money raised. No new undertaking has started out on a sounder business basis than has Marysville's new hotel enterprise.

Advices from New York state that one of the largest construction concerns in the East had discontinued work on \$7,000,000 of new buildings on orders of clients who were discouraged by the high cost of labor and building material.

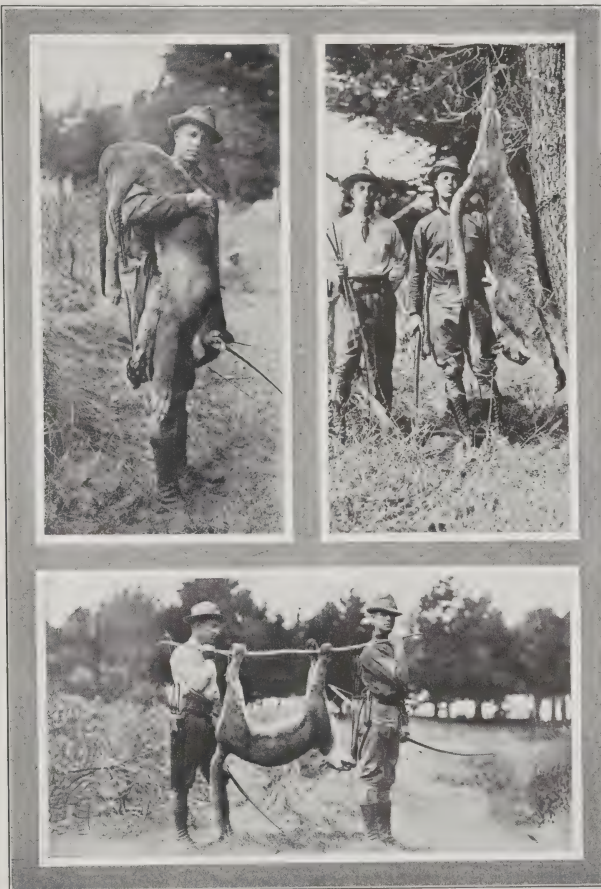
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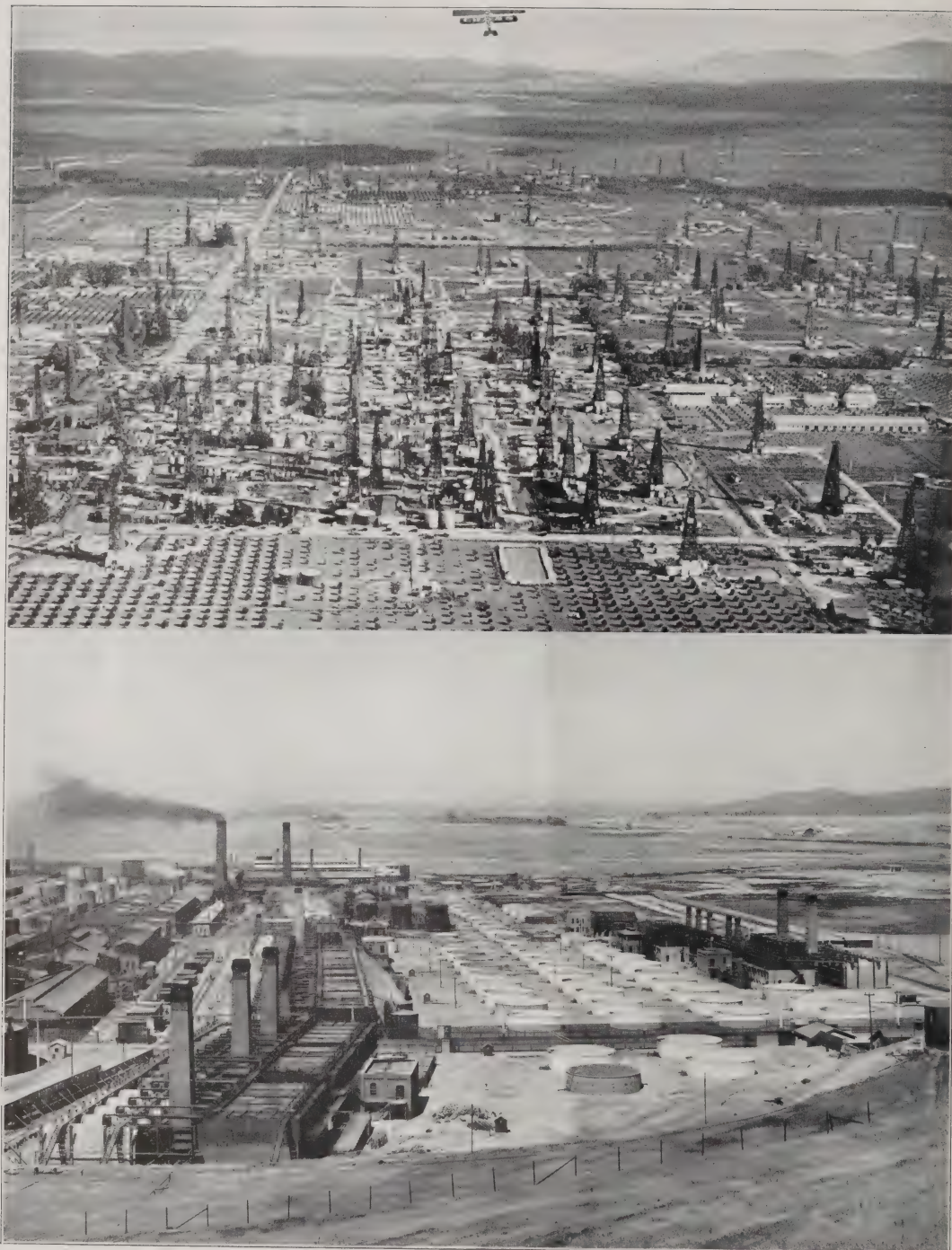
JULY, 1923

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UPPER VIEW—SANTA FE SPRINGS OIL FIELD—LOOKING NORTH

Oil producers and land owners in this town-lot section are co-operating with the executive committee of the Southern California Oil Producers and cutting their pipe line runs to prevent development of a chaotic condition in California's oil industry. This field now has an average daily production somewhat in excess of 200,000 barrels, and experts estimate that it could produce 300,000 barrels daily.

LOWER VIEW—REFINERY OF THE STANDARD OIL COMPANY OF CALIFORNIA

The Richmond refinery of the Standard Oil Company at the receiving end of a pipe line system which originates in the San Joaquin valley, over 300 miles distant, keeps a force of 3000 men regularly at work and produces a great variety of products which number more than 300 separate items. Immediately adjacent to the refinery is the Point Richmond marine terminal—the home port of the Standard Oil fleet of tankers.

CALIFORNIA JOURNAL *of* DEVELOPMENT

Pinching Back the Oil Wells

V. H. Rossetti, vice-president of the Farmers and Merchants Bank at Los Angeles, has made a careful study of the petroleum situation and in the following article his discussion is of timely interest.—The Editor.

IT was only a short time ago that we were concerned with the problem of an oil shortage; government fuel administrators devised numerous methods for the conservation of liquid fuel. Today we are experiencing a period of tremendous over-production. There can be no doubt of the lack of intelligence in the handling of this precious liquid. Independent producers seem to be guided by only one impulse—to pump the greatest amount of oil from Mother Nature in the shortest space of time.

The oil industry, of course, is extremely speculative. There seems to be no method of controlling production. A steel mill's overproduction can be checked at will and likewise other industries may be intelligently administered so as to avoid over-production or acute shortages. It is not such a simple matter to curtail the flow of an oil well. Furthermore, when a well is brought in in a new district, there is a rush to bring in other wells.

An important movement has recently been undertaken to develop co-operative action looking to the curtailment of production. Mr. V. H. Rossetti, vice-president of the Farmers and Merchants bank at Los Angeles, has made an exhaustive study of the petroleum situation of California. Mr. Rossetti, with characteristic foresight, emphasizes the importance of co-operative curtailment of the present over-production. We quote from his recent expression on this matter.

"The large production resulting from the development in recent years of the three new fields in Southern California, viz., the Signal Hill, Santa Fe Springs and Huntington Beach districts, has brought about an over-production in the industry, which, if not intelligently controlled, will tend to demoralize the whole industry in this State, and affect materially the industry throughout this country. The eyes of the East and Midwest are focused on California at the present time as the result of its vast production, and through which it is admittedly setting the world's market price for oil.

"Added to the problem of over-production is, also, the vital question of transportation, both as it affects the capacities of pipe lines as well as railroad and steamship transportation, all of which have been, and are being, pressed to the limit, in addition to which the limits of our storage

capacity, particularly in the southern part of the State, have been reached.

"The large oil companies are as vitally interested and concerned as are the small producers, when one appreciates the large amount of oil in storage carried by them at prices no doubt in excess of the present prevailing prices, and which would suffer a more substantial depreciation if a further cut resulted from the over-production, and which is inevitable unless the present over-production is curtailed, together with the loss that would undoubtedly result under purchase contracts made during a period of much higher prices, when the productivity of the three large fields above mentioned had not been determined, and, as a matter of fact, not dreamed of.

"A committee, of which Mr. S. A. Guiberson Jr. is chairman, was appointed at a meeting of some 300 independent operators in the southern California fields, to undertake to develop co-operative action looking to the curtailment of production; to augment both transportation and storage facilities; and I cannot but feel that their efforts will prove successful, particularly if everyone interested in the industry will appreciate the seriousness of the present situation confronting it, and the chaos that will undoubtedly reflect in the industry should they fail in their labors.

"Without question the favorableness of conditions throughout California, and particularly Los Angeles, and which has earned for the latter the reputation of the 'white spot' of the world during the fall of the year of 1919 and subsequently, when all the rest of the country was suffering from a depression resulting from a readjustment, is due to the vast development and production of our oil industry, and values of building permits and recorded returns from our many and varied industries fade into insignificance when compared to its value. When one considers the present export of oil by steamship, which has reached the enormous amount of approximately eleven million barrels per month, and constitutes approximately 60 per cent of the outgoing tonnage at our harbor, one cannot but realize the significance of this vast industry to these parts, and the adverse effect that a collapse of the industry might have on the general business welfare of southern California.

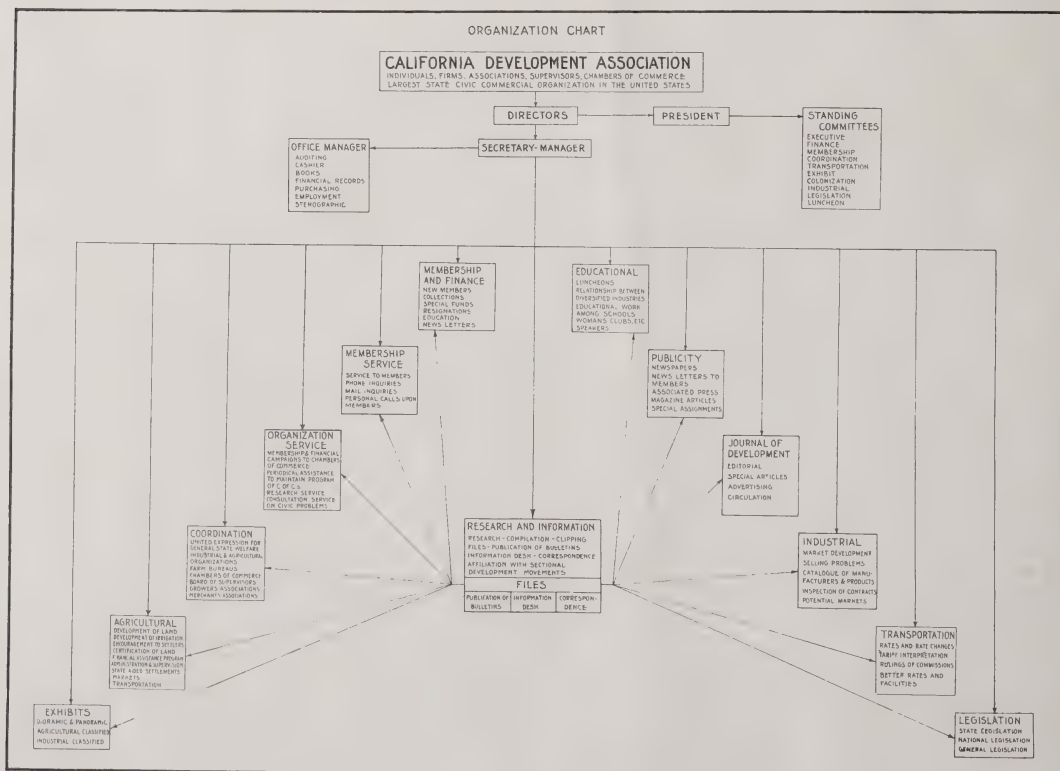
(Continued on Page 17)

THE CALIFORNIA DEVELOPMENT ASSOCIATION

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As a great clearing house for the solution of problems affecting the entire State, the development association is adequately organized with departments for research and information; industrial development; publicity and publication activities; membership service; exhibit and educational bureaus; transportation and legislation. The various departments' activities are actively functioning at the hands of capable executives chosen for their wide experience and vision for the immediate requirements of the important work in their respective fields.





HARRY CHANDLER

HARRY CHANDLER, a director or officer in thirty-five California corporations, including banking, land, transportation, petroleum, irrigation, and manufacturing, began at 21 as clerk in the circulation department of the Los Angeles Times and is now president of the Times-Mirror Publishing Co. Included in his accomplishments are the purchase of 862,000 acres of land in Lower California by a syndicate, resulting in the California-Mexico Land & Cattle Co., of which he is now president. In 1912 he organized another syndicate which purchased the Tejon ranch, consisting of 281,000 acres, which now maintains approximately 25,000 head of cattle.

A. B. C. DOHRMANN, president of the Dohrmann Commercial Co. and the Nathan-Dohrmann Co., was born in Oakland and in 1898 was made a partner in the present corporation. He was an organizer of the Emporium of San Francisco in 1896 and the Hotel St. Francis in 1904. He assisted in the organization



A. B. C. DOHRMANN

of the Yosemite National Park Co. and is now its active president. Mr. Dohrmann has been a director of the Twelfth Federal Reserve Bank since the system's beginning. He was an active member of the Relief Committee of Fifty during the San Francisco catastrophe of 1906.

R. E. FISHER, vice-president in charge of sales of the Pacific Gas & Electric Co., was born in Kansas, spending most of his boyhood in Idaho. Coming to California twenty-two years ago, he has been associated with his present company for the past twelve years, where he started in the commercial department, later becoming manager. He is active in the Pacific Employees' Association, which has a membership of 5000. Mr. Fisher is to be found in many civic undertakings, and, as chairman of the co-ordination committee of the California Development Association, has done much to bring together the groups which function under the leadership of this State Chamber of Commerce.



R. E. FISHER

REUBEN B. HALE, merchant, was born in Elmira, New York, and is a director of O. A. Hale & Co. of San Jose, and Hale Brothers, Inc., with stores in San Francisco, Oakland, and Sacramento. As an active member of the Relief Committee of Fifty and the Reconstruction Committee of Forty during the days following San Francisco's catastrophe, Mr. Hale performed signal service in rebuilding on the

ruins of the devastated city. As one of the originators of the Panama-Pacific International Exposition, he organized and was made vice-president of the exposition, which succeeded in bringing together the governments of the world in the face of the war then in progress.

CHARLES W. HELSER, vice-president and manager of agencies of the West Coast Life Insurance Company, has been president of the California Development Association for the past year and to his credit must go much of the splendid organization work and result-producing programs completed by this State-wide association. Mr. Helser is a prime judge of men with personality who have the characteristics of high-grade salesmen. A cardinal salesman himself, for twenty-five years he made a signal success with various life insurance companies. In 1916 he joined the executive staff of the West Coast Life Insurance Company.



REUBEN B. HALE

HARRY W. JACKSON, vice-president and general manager of the James Graham Manufacturing Co., came from eastern Canada to Missouri and later to California, where he has always taken active part in development programs. Before the amalgamation of the California Development Association, he was a director of the California Industrial Association. As chairman of the finance committee of the Development Association, Mr. Jackson has actively participated in the important work of financing the varied programs of development work carried on by the State-wide organization.



CHARLES W. HELSER

FRED W. KIESEL, vice-president of the California National Bank and the California State Life Insurance Co. of Sacramento, is also a director of the Colonial Improvement Co., the Eleanor Investment Co., the Fred J. Kiesel Estate of Ogden, the Jefferson Investment Co., the Sacramento Northern Railroad Co., the Sacramento Valley Bank and Trust Co., the San Juan Investment Co., and the Tehama Investment Co. As the vice-president of the Natomas Co. of California, Mr. Kiesel is also interested in the development and sale of American River lands and also the extensive gold dredge operations of this large California organization.

ALBERT LINDLEY, a farmer, born in Clayton, Indiana, has been engaged in agricultural pursuits in California since 1911. As president of the Lindley Farms Co. he, with neighboring



HARRY W. JACKSON



FRED W. KIESEL

RALPH P. MERRITT, the reorganizer of the Sun Maid Raisin Growers, was born in Rio Vista forty years ago and came to the western plains of the San Joaquin as a boy and grew to manhood amid the cow-punchers of the Miller & Lux domain. He returned from university as vice-president and general manager of Miller & Lux, probably the largest farming organization in the West. When America entered the war he was appointed food administrator for California and also purchasing agent for the allied governments of all foodstuffs bought in western America. He was a member of the California committee of the War Finance Corporation, and their adviser in ten States. Of recent accomplishment is the stabilization of the rice growers when financial disaster threatened.



ALBERT LINDLEY

CLINTON E. MILLER, a real estate operator, came to Los Angeles twelve years ago from Visalia, in which city he was born. He is president of the California Alumni Association and a regent of the University of California. He is a past president of the Los Angeles Realty Board and has been very active in the chamber of commerce of which he is a director. Occupying his attention of late is an extensive resort project on Bear lake, in the mountains of San Bernardino county.

FRANK A. MILLER, the founder of Glenwood Mission inn, came to California from Wisconsin in 1872. Mr. Miller may be characterized as a city builder. In 1890 he organized and built the Riverside Gas Works and in the same year he built the Loring Opera house, which he managed during the fifteen years following its completion. The Riverside & Arlington Electric Railway Co. was constructed by him in 1898 and its destinies were guided by him for fifteen years. He founded Chemawa Park, Huntington Park, and the Easter Sunrise Service on Mount Rubidoux. As a result of Mr. Miller's untiring efforts, Riverside has been the meeting ground for many notable gatherings and conventions.



RALPH P. MERRITT

land owners, saw the possibilities of reclaiming the swamps of the San Joaquin with mammoth clam-shell dredgers, a truly remarkable accomplishment in hydraulic engineering. Luxuriant grain fields and picturesque dairy scenes of the delta country are the fruitful results of his materialized vision. During the World War he was chairman of the National Council of Defense for Emergency Crop Production.

HENRY M. ROBINSON, president of the First National Bank of Los Angeles and a vice-president of the United States Chamber of Commerce, was born in Ohio and practiced law in Youngstown and later in New York. Coming to California in 1906, he has had an extremely active participation in many financial and industrial institutions of Los Angeles. He is a director of the Union Oil Co., Southern California Edison Co., Southern California Telephone Co., and the Pacific Mutual Life Insurance Co. His noteworthy services during the World War were formally recognized by two governments, France conferring the Order of the Chevalier of Honor, and Belgium the Commander of the Crown.

FRANK RYAN, an operator in the downtown real estate of Los Angeles, came from Fresno twelve years ago, and his specialty has been the development and marketing of income properties. He was instrumental in the recent extensive improvements of the West

Sixth street business district, having assisted in the projection of the Pacific Finance and Pacific Mutual buildings. As a past president of the Los Angeles Realty Board, Mr. Ryan is identified with forward movements, particularly as they affect the industrial and financial progress of the municipality in which he is a dynamic part.

DUDLEY V. SAELTZER, executive head of the McCormick-Saelzler Co. of Redding, is also president of the Northern California Counties Association. A unique feature of his development association is the fact that it is supported by taxes and all property owners are members, of which there are approximately 65,000. Mr. Saelzler, a Californian by birth, has grown up with the upper Sacramento valley and is closely identified with its forward movements and expansion.

PAUL SHOUP, president of the Pacific Electric Railway and vice-president of the Southern Pacific Co., began railroading with the Santa Fe. Starting with the Southern Pacific Co. as a telegraph operator, he later became assistant general passenger agent at San Francisco. He is an authority on the maintenance and operation of electric lines, and his many railroad activities include the presidency of the Visalia Electric Railway Co., the Peninsular Railway Co., Fresno Traction Co., Stockton Electric railroads, and San Jose railroads. Mr. Shoup was born in San Bernar-



CLINTON E. MILLER



FRANK A. MILLER



HENRY M. ROBINSON



FRANK RYAN

dino and at present makes his headquarters in Los Angeles. He is a director of the United States Chamber of Commerce.

CLAUS SPRECKELS JR., vice-president and general manager of the San Diego Electric Railway Co., the San Diego & Coronado Ferry Co., is also a director of the First National Bank of San Diego. Mission Beach is an extensive amusement and resort project which was first conceived by him, and when completed will greatly add to San Diego's already famous attractions. Mr. Spreckels since 1906 has been an extremely important factor in the recent development and expansion of California's most southernly city and has based many of his important operations on the improvement and extension of adequate transportation facilities.



CLAUS SPRECKELS JR.



DUDLEY V. SAELTZER

CHARLES E. VIRDEN, president of the Viriden Packing Co. and the American Fruit and Vegetable Shippers' Association, has taken a conspicuous part in the packing and marketing of California's agricultural and livestock products. Modern meat-packing facilities at South San Francisco and an extensive fruit and vegetable packing plant in Marysville are among the important operations of his companies. Mr. Viriden is also vice-president of the Sacramento-San Joaquin Bank and a director of the Pioneer Fruit Co. and the San Francisco-Sacramento Railroad Co.



CHARLES E. VIRDEN



PAUL SHOUP

A. EMORY WISHON, general manager of the San Joaquin Light & Power Co., is a mining engineer, born in St. James, Missouri. Mr. Wishon is also general manager of the Fresno City Water Corporation, Midland Counties Public Service Corporation, Bakersfield & Kern Electric Railway Co., vice-president of the Pleasant Valley Farming Co., the Valley Electric Supply Co., and a director of the Fidelity Trust & Savings Bank of Fresno. As an organizer of the Coalinga Water & Electric Co., he introduced electric power in oil well operation, and as a result many thousands of oil wells in the San Joaquin valley are operated by this economical power.



A. EMORY WISHON

Editor's Note—Biographical sketches of E. W. Murphy, Los Angeles; A. L. Richmond, Santa Barbara, and Sylvester L. Weaver, Los Angeles, newly elected members to the directorate of the California Development Association, will appear in our forthcoming issue.



Family Farm, San Mateo County



Robert Louis Stevenson Monument

Rounding Out the Farmer's Dollar

Edward Elliott, vice-president of the Security Trust and Savings Bank of Los Angeles, addressed the recent convention of the California Bankers' Association in Long Beach and clearly outlined the new Agricultural Credits Act which is planned to facilitate the finance of the farmer at a lowering of interest costs.—The Editor.

THE plight of the agriculturist has always been a subject of deep concern on the part of statesmen since the inception of government and it is a strange paradox that the basic industry of civilization should be on anything but the soundest of economical standards.

Up to the present time we seem to have inverted the orderly processes of building up a sound economical structure between the production of raw materials and food products up through the various stages of manufacture and distribution. The highest market price which the consumer will pay is first ascertained; then the cost of selling and distribution plus a sufficient margin of profit is entered; the manufacturer in turn enters his costs and profits; transportation charges are accounted for and then the residue is offered the farmer—the basic producer. Can there be any wonder that the purchasing power of the farmer's dollar is considerable lower than that of any other group? It is unnecessary to quote facts and figures to prove the depreciation of the farmer's purchasing power. Analysis by the Department of Labor shows that farm products have increased only 42 per cent in price since 1913, while clothing has advanced 99 per cent; fuel 112 per cent; building materials 92 per cent; furniture 84 per cent, etc.

There can be no doubt that there are forces at work changing this patent inequality. Legislators representing rural districts are held directly responsible by their constituents to bring about a change in the farmer's condition, in so far as it can be accomplished by legislation; thus, we have the agricultural blocs.

First of importance in the stabilization of the dollar in the hands of the farmer is to facilitate the financing of his crops and livestock during the period of "orderly marketing." At the season of harvesting the farmer's revolving funds are near depletion and for this reason he is forced to dispose of his products at prices which include little or no margin for equipment depreciation, not to mention a reasonable profit. He is advised by the "trade" that the market will bring only a certain "figure" and the farmer's immediate need for funds requires that he dispose of his crops very often at a distinct lowering of his price standard upon which his entire season's operation was based.

The great co-operative movements in marketing and producing have brought about a tremendous change in the status of the farmer. These associations are composed of business men-farmers, who, as members of the co-operative organizations, are bringing about revolutionary changes in farm operation and finance.

It is to the "dirt farmer" that legislators are now directing their attention for economical relief and this on the basis that the farmer is entitled to the same opportunities and financial privileges enjoyed by other business men. This seems to be the reason back of the new Agricultural Credits Act which was passed by Congress during the

last days of the recent session. It is a combination of the Capper bill and the Lenroot bill. As a result the Act contains two types of institutions—one to be financed by the Government and the other by private individuals. The immediate purpose of the Act is to provide the machinery for easier and cheaper credits for the agricultural and livestock interests of the country and grew out of the rather desperate plight in which these interests have found themselves since 1920.

Mr. Edward Elliott, vice-president of the Security Trust and Savings Bank of Los Angeles, addressing the recent convention of the California Bankers' Association at Long Beach, outlined very clearly the important characteristics of the new farm legislation. Mr. Elliott very properly gives warning of certain dangers which must be considered in connection with the new legislation and the imperative need for sound thinking and wise administration of the new law. Mr. Elliott's views and presentation of this subject show unusually keen insight and reflect a broad attitude toward the new bill. After outlining the principal sections of the new law he made the following summary of its effects upon the agriculturists as well as country banking institutions and other groups affected.

"It is pretty generally agreed that certain phases of agricultural activity have not had available the necessary machinery to put their financing on an equality with that of commercial enterprises. Much has already been done for the farmers through the establishment of the Federal Land Banks, which provide long term credits based upon the security of land, while the ordinary short time credits have been fairly successfully handled by the country banks. An intermediate class of credit for productive purposes has, however, been difficult to obtain and it is the object of the Rural Credits Act to supply the machinery necessary for these credits.

"Undoubtedly the agricultural and livestock situation in this country has been very much affected by the disturbed conditions of Europe. One effect has been to take the European buyers out of our markets for the purchase of their needs upon the maturity of the crops. The farmers have been left without an immediate market and without the means of carrying their products over a period of nine to fifteen months during which they enter into consumption. There is therefore a real need for financing the 'orderly marketing' without running into the danger of 'speculative holdings,' and it will require a very careful administration of the new system to prevent its perversion. It is, moreover, highly probable that differences of opinion will arise between the farmers and the Federal Farm Loan Board over what constitutes 'orderly marketing.' Back of the machinery set up by the Agricultural Credits Act is the desire on the part of the farmers to secure higher prices, and they will naturally have little patience with any policy which

(Continued on Page 22)

What Is an Irrigation District Bond?

By J. Rupert Mason, President J. R. Mason & Co.

JUST as the State of California has been subdivided into counties, school districts and cities, so are our irrigation districts political subdivisions of the State, with full power of self-government regarding district affairs, the qualified voters electing in each district their own board of directors, assessor, tax collector, treasurer, secretary and manager, and in substantially the same manner as city officials are elected.

The importance of good management in an irrigation district, however, guarantees from the individual voter a careful scrutiny of public affairs and makes of the naturally indifferent man, a responsible and interested citizen. The irrigation supply is a bread and butter problem with him, and is never neglected, however much he might be inclined to fail to vote on general election matters.

California Irrigation District Bonds may be defined as the general and direct obligation of a large group of individual farmers owning a compact area of land irrigable from a community-owned source. Payment of principal and interest of bonds issued to finance the cost of installing such water supply is provided by direct unlimited ad valorem taxes, levied and collected annually against all real property located within the district boundaries, in the same manner as school district bonds.

A district's revenues are accordingly raised from the power of taxation, and are not dependent upon the amount of water sold or delivered as private water companies are. These irrigation district taxes are, in the opinion of attorneys, of equal importance in point of lien with county, city and school district taxes, and of course rank ahead of all farm mortgages, including mortgages securing Federal Land Bank and Joint Stock Land Bank Bonds.

The ability and incentive to punctually meet the irrigation district tax are assured by the value of the water in increasing productivity, and as a guarantee against crop failure. The penalty for non-payment of any irrigation district tax would be the sale of the land assessed for the tax, as in the case of a school district. The law provides, furthermore, that should the irrigation district officials in any year fail to levy the tax necessary to meet bond interest and principal as it matures, the County Board of Supervisors must forthwith proceed to make said levy, and they, too, are accountable under their official bond for the faithful performance of this duty. Should the county officials fail for any reason to take action, the law provides that the Attorney-General shall, upon the request of any bond holder, issue a writ of mandate, compelling the county to proceed forthwith to make the necessary levy and collection.

The power of an irrigation district to levy and enforce payment of taxes has been sustained by



J. RUPERT MASON

the United States Supreme Court, and is, therefore, unquestioned.

To apply a proper test to the permanence of a security, we must ascertain that ample security exists at the outset, and then try to determine in what respect the security might fail to be maintained.

Some underwriters handle only irrigation lands which are issued for not more than fifty per cent of the conservative value of the land alone, exclusive of improvements, and not taking into consideration the vastly increased values which are created through irrigation. In other words, land values ample to make the bonds

well secured must exist before the bonds would be handled by an experienced bond house.

Each farm as a basis of financing is by itself and entirely apart from its earning power in the hands of its owner absolute security for its share of the district's bonds, and each farm would be readily salable as a "non-going concern" simply as so much land, for many times the amount required to meet an irrigation district's tax. As a matter of fact, in most districts these taxes are looked upon by the farmers as being a nominal "crop insurance premium," and few, if any, California farmers whose lands are today without water would hesitate to pay, if necessary, several times the average irrigation district tax, if thereby they could assure irrigation for their land.

These taxes levied and collected annually by the district provide funds to pay semi-annual interest on the bonds, serial installments of bond principal as it matures, as well as general expenses. The irrigation district law requires all districts to issue bonds serially and that all bonds shall have matured within forty years from date. Thus the debt is reduced annually, but none of the security is released until the last bonds have been paid.

The continuing safety of these bonds is assured by provisions of the law that the issuance of additional bonds by districts which have secured State certification for any of their bonds can only be done under the immediate control and direct supervision of the State Irrigation District Commission, a bureau of the State of California, consisting of the Attorney-General, Superintendent of Banks and State Engineer. It is the duty of this commission to determine by means of a thorough investigation the feasibility of the irrigation improvements proposed to be made, the adequacy of the water supply, the fertility of the soil, the value of such water rights, canals, reservoirs and irrigation system owned or to be acquired by the district, together with the value of all lands and real property within the boundaries of the district. Once a district has received validation of its bonds by this commission, it is illegal for that district

(Continued on Page 25)

Notes on Fruit Crops

Almonds—Although prospects have improved in some localities, they have declined in others, and the present outlook is the same as reported on May 1 when the condition was 75 per cent of a normal as compared with 78 last year and a 10 year average of 70. San Joaquin valley reports a comparatively light crop while in the leading producing districts in the Sacramento valley the outlook is good.

The Department of Agriculture has recently completed a survey of almond orchards in the State which shows that there are 95,188 acres in 39 counties devoted to that crop. Yolo county leads in bearing acres with 6000 acres, but San Luis Obispo leads in non-bearing orchards with a total of 22,013 acres. This county has a grand total of 25,000 acres of almond trees.

Apples—The present condition of apples is 76 per cent of a normal as compared with 83 of last year and a 10-year average of 78. Late varieties in Sonoma county promise slightly better yields than the Gravensteins though on the average the apple crop is good there. Prospects in the Watsonville district are for a smaller crop than that harvested in 1922. The total crop is forecasted at 6,384,000 bushels or boxes, against a production in 1922 of 7,656,000 boxes (December estimate).

The total or agricultural crop of apples for the United States is forecasted at 186,637,000 bushels as compared with 201,252,000 bushels in 1922; while the commercial apple crop for the United States is forecasted at 32,284,000 barrels as compared with 30,955,000 barrels last year.

Apricots—There was an increase of 2 points over the preceding month in the condition of apricots and a 100 per cent or normal crop is now estimated as compared with only 55 per cent of a normal last year and a 10-year average of 65. The "cot" crop promises to be the best California has ever produced.

Cherries—Reports from crop correspondents show a slight improvement in the cherry crop despite unfavorable weather conditions prevalent a few days the latter part of the month. Cherries are estimated to be about 75 per cent of a normal as compared with an average of 75 for the past six years.

Peaches—The crop is generally good throughout the State with the exception of southern California where a heavy drop has been reported since May 1. The condition is 91 per cent of a normal as compared with 98 last year and a 10-year average of 83. If present conditions continue, this year's production will approximate 390,000 tons against a production of 420,000 tons in 1922.

Walnuts—The California walnut harvest should be at least ten days earlier than it was last season and a crop survey indicates a heavier crop than last year. The 1922 crop of California walnuts amounted to 25,010 tons. Advices from the California Walnut Growers' Association show that the entire crop of unshelled walnuts is cleaned up.

Considerable dropping of small nuts lowered the condition somewhat but the outlook is still good

and warrants an estimate of 89 per cent of a normal as compared with 83 of last year and a 10-year average of 86.

Olives—Although the olive bloom has been very good, the crop cannot be estimated with any degree of certainty at the present time. However, information indicates a condition of 91 per cent of a normal as compared with 88 last year and a 10-year average of 93.

Oranges—Regardless of the heavy bloom of oranges reported the first of May the present condition is four points below the forecast of a month ago being now 93 per cent of a normal compared with 76 per cent last year and a 10-year average of 91. The drop in condition is generally attributed to the high temperatures experienced in southern California during early May.

Continued heavy offerings of Valencia, Navel and miscellaneous varieties of California oranges in all markets have resulted in a wide range of prices being recently realized. Best grades of Valencia have commanded slightly higher prices. Poor stock, of which a considerable proportion of the offerings have been composed, is selling at a low range of price. The same conditions also apply on Navels and miscellaneous varieties of oranges. These varieties are rapidly cleaning up. There are less than 100 cars of Navels remaining for shipment from southern California districts and a like amount of Valencia from Tulare county. The movement will then be confined wholly to Valencia from southern California districts.

Recent quotations show a general range as follows: Tulare county Valencia, \$2.90 per box, Orange county, \$3.25; other southern California districts, \$3.00.

Lemons—There is a good speculative demand for California lemons. The weather in the Eastern and Middle Western States has not warmed up sufficiently as yet to create much of a consumptive demand.

F. O. B. California quotations are on a basis of \$4.75 to \$5.25 per box for 360s size and \$5.25 to \$5.75 for 300s size.

Prospects are quite favorable although the condition has dropped two points compared with May 1. The present estimate is 88 per cent of a normal as compared with 63 last year and a 10-year average of 87.

Pears—The condition of pears shows considerable of a decrease when compared with May 1, due principally to "drop" which has been quite general in all localities but more so in the northern mountain districts. Blight has lowered prospects to some extent along the Sacramento river. Contra Costa county reports an excellent crop. The present condition is 75 per cent of a normal as compared with 80 last year and a 10-year average of 78.

Plums—Leading producing centers report prospects as being very good, while in Placer county the crop is excellent. Present information indicates 97 per cent of a normal crop as compared with 78 per cent last year and a 4-year average of 75.

Training for Community Leadership

THE Third Annual School on Community Leadership will be held at Stanford University from July 29 to August 4, 1923. Stanford University and the California Association of Commercial Secretaries are co-operating to carry on the annual summer school for all of those interested in the development of community work. The school is under the direction of Professor Edwin A. Cottrell of Stanford University, who has been in charge of the arrangements for this school for the last two years and was a lecturer in the national school at Northwestern University last summer. The committee on arrangements consists of C. P. Bayer of Los Angeles, J. H. Blackmore of San Francisco, N. B. Courtney of San Francisco, C. S. Knight, formerly of Reno, Nevada, and H. Welch of Phoenix, Arizona. The committee on program, consisting of twelve of the secretaries of the more important cities of the State of California, is preparing the work which will be presented at the school.

It is planned to have the school divided into groups of students arranged according to the amount of experience which they have had or the amount of time devoted to study in previous schools. This plan will lead to regular graded courses for secretaries, who will receive certificates of completion upon the passage of satisfactory examinations. It is believed by those in charge of the school that this will be the first step in the recognition of thorough academic instruction for the fundamentals of secretarial work. The instruction which has been planned is divided into four classes: First, organization problems; second, business activities; third, social activities; and fourth, political activities. At the recent meeting of the National Association of Commercial Secretaries in New York it was planned to consolidate and re-edit the manuals which have been used in previous schools. It is proposed to have these manuals bound in such form that they may be used as texts and discussion outlines in the schools and be of especial value to the secretary in his community work.

Experience has led those in charge of the school to divide the time into longer periods for discussion groups. The program plans for two-hour periods, which will be led by some one who is a specialist in the particular subject, followed by a discussion of all those who sign for that particular group. The second type of discussion will be that which will take place at the luncheon hour. This will be led by one of the speakers of the day, who will discuss problems which have arisen in his talk during the time in which lunch is being served. A third opportunity for discussion is provided in the evening period, which will be devoted to a smoker and give opportunity for informal discussions of some of the points which have arisen during the day. One hour each day has been set aside for an assembly period at which the biggest man to be obtained will give a talk on some particular subject of interest. It is also planned to give a special talk during the dinner hour in the evening.

The California Association of Commercial Secretaries in sponsoring this school hopes to extend the scope of its activities to all of the Western States. Invitations will be sent to all chamber of commerce secretaries and others interested in community development whose names can be secured by the university. It is hoped that any one interested in work of this sort will plan to spend as much time as possible during the week at the school.

The tentative program plans for discussion groups in the organization and re-organization of chambers of commerce, financing of community enterprises, city planning, municipal charters, public health, municipal publicity, public speaking, fairs and exhibitions, motion pictures, foreign and retail trade, credit bureaus, luncheon clubs, industrial development, harbor development, psychology, referenda, the secretary's relation to the press and to the public, civic activities and co-operation with government agents.

A WESTERN ENGINEER RETIRES

AFTER nearly half a century of active service, John D. Isaacs, consulting engineer for the Southern Pacific Company and one of the leaders in the world of railroad engineering, has retired from active service.

Isaacs' career compasses a variety of achievements such as is found within the span of few individual lives. He may be classed with the foremost builders of the West, for he was connected with most of the Southern Pacific work in developing the Pacific Coast. He was an inventor of note, a daring experimenter, an accomplished structural designer and architect and an expert on track and maintenance of way. Outside of the railroad world he is best known as the man who made the first device for making moving pictures.

He was born in Richmond, Va., 1849, and entered the service of the Southern Pacific Company in 1875 as a draftsman in the Sacramento shops. Isaacs began solving difficult mechanical problems from the outset of his career and practically every big engineering work undertaken by the company for many years has been carried out under his direction.

It was in 1875 that Isaacs completed the device which marks the birth of the movie industry. Leland Stanford, who was a close friend of the young engineer and who often sought his advice in mechanical problems, had made a bet of \$25,000 with James W. Keene that a trotting horse at one period of its stride had all four feet off the earth at once. Isaacs secured a strip of pictures which settled the bet in Stanford's favor, by using a series of cameras, the shutters of which were released by an electro magnetic device designed by Isaacs. The experiments were made at Stanford's Palo Alto farm and the original pictures are still preserved in the museum at Stanford University.

Isaacs' headquarters since 1913 have been in New York. His home is Long Island.



EDITORIAL



CALIFORNIA FORWARD

INAUGURATING the California Forward Movement at the Fairmont on June 22, the California Development Association has added one more stone to its great arch, the keystone of which is State unity and co-operation. The association, which is Statewide in character, represented by its directorate, is composed of leaders of the State's industries—men of vision having as their immediate objective the building up of the State's already existing industries and the development of her potential resources.

Equal in importance to attracting new home-seekers and industries is the responsibility toward already established plants. It is thus incumbent upon the State's leaders to prove the stability of the present economical structure.

Wigginton E. Creed epitomized the need of State unity and co-operation with the following: "California has room for ten times its present population; it possesses resources sufficient to support a ten-fold increase in industrial development and can create ten opportunities for useful work where one now exists.

"However, we are too prone to think that our future is assured because we have enormous natural advantages in forests, fisheries, minerals, land, climate and a commanding position on the great Pacific. These possessions alone will not build the Western empire we dream of. We must hitch intelligent human effort to our natural advantages.

"What we do, the public policies we adopt, will have a profound effect upon the growth of the State.

"Our public policies will be most effective if they seek, through the advantages of collective effort, to bring about a timely and orderly development in all our activities, and avoid the folly of attempting to stimulate advance in one direction by stifling advance in another. Neither the passion of the moment nor the prejudice of the hour should be allowed to divert us from this fundamental truth.

"The whole world is calling for new capital. The ravages of war have created an unprecedented demand and competition for capital. To build, to grow and to prosper, California must meet this competition just as successfully in the future as it has in the past.

"Capital is willing to follow Americanism. If we hold fast to the ideals and conceptions on which the American Government was founded, if we are sound and intelligent in what we do, the progress of our great State will go forward without interruption."



COMING EVENTS

American Medical Association—Convention, San Francisco, June 25-29.

Pageant of Progress—Oakland, June 26-July 6.

National Education Association—Oakland, June 28 to July 7.

Monroe Doctrine Centennial Celebration—Los Angeles, July 2 to August 4.

American Historical Revue and Motion Picture Exposition—Los Angeles, July 2 to August 4.

Yacht Regatta—Southern California Yacht Association, Santa Barbara, July 16-22.

Yacht Race—Santa Barbara to Honolulu, July 22.

California Rodeo—Salinas, July 25-29.

Third Annual Summer School for Community Leaders—Stanford University, July 29 to August 4.

Address by President Warren G. Harding—San Francisco, July 31.

Address by President Warren G. Harding—Los Angeles, August 1.

Eden Township Farm Products Show—Hayward, August 2-5.

Address by President Warren G. Harding—San Diego, August 4.

Stanislaus County Fair—Modesto, August 18-23.

Santa Clara County Fair—San Jose, August 18-26.

Petaluma Egg Fair—Petaluma, August 22-26.

San Joaquin County Fair—Stockton, August 23-29.

Yacht Regatta—Pacific Interclub Yacht Association, San Francisco, August 25 to September 3.

California State Fair—September 1-8.

Lake County Fair—Lakeport, September 12-16.

Colusa County Fair—Colusa, September 12-16.

Kings County Fair—Hanford, September 14-16.

American Association for the Advancement of Science—Meeting of 17 Affiliated Bodies, September 17-19.

Lassen County Fair—Susanville, September 17-22.

Glenn County Fair—Willows, September 17-22.

Merced County Fair—Merced, September 19-22.

Trinity County Fair—Weaverville, September 20-22.

Fresno County Fair—Fresno, September 24-26.

Shasta County Fair—Redding, September 27-29.

Tehama County Fair—Red Bluff, October 1-8.

San Francisco Livestock Exposition—San Francisco, October 1-21.

American Institute of Electrical Engineers—Pacific Coast Convention, Del Monte, October 2-5.

Ventura County Fair—Ventura, October 3-7.

Southern California Fair—Riverside, October 9-14.

Los Angeles County Fair—Pomona, October 16-20.

FIGURES

BANK CLEARINGS AND BUILDING PERMITS FOR MONTH OF MAY, PURCHASING VALUE OF THE DOLLAR

| | Bank Clearings | | Building Permits | |
|----------------------|----------------|---------------|------------------|-------------|
| | 1923 | 1922 | 1923 | 1922 |
| San Francisco | \$678,000,000 | \$601,100,000 | \$ 4,928,986 | \$4,377,066 |
| Los Angeles | 599,795,000 | 438,772,000 | 18,926,881 | 9,327,504 |
| Oakland | 73,048,150 | 57,430,518 | 2,373,020 | 2,243,745 |
| Sacramento | 28,970,876 | 24,784,144 | 703,740 | 507,210 |
| Fresno | 16,739,153 | 16,506,993 | 241,583 | 993,500 |
| Long Beach | 36,806,220 | 18,670,720 | 1,740,817 | 1,502,551 |
| San Diego | 50,584,257 | 12,254,950 | 770,515 | 677,580 |
| San Jose | 9,961,204 | 8,569,693 | 337,360 | 166,640 |
| Pasadena | 23,782,088 | 17,683,380 | 996,373 | 851,924 |
| Stockton | 10,934,600 | 9,518,700 | 342,871 | 357,810 |
| San Bernardino | 5,975,116 | 6,967,977 | 193,838 | 149,523 |
| Bakersfield | 4,213,662 | 4,482,642 | 66,024 | 124,485 |
| Riverside | 3,375,201 | 2,914,380 | 138,607 | 154,565 |
| Modesto | 2,994,244 | 2,870,802 | 183,280 | 138,245 |
| Santa Rosa | 2,377,131 | 1,901,532 | 101,271 | 57,327 |
| Whittier | 2,831,245 | 1,686,119 | 340,006 | 128,266 |

THE NATION'S BUSINESS AND FINANCIAL BAROMETER

Dun's Price Index Numbers

| | | | | | |
|-------------|--------------|--------------|-------------|--------------|--------------|
| May 1, 1923 | Apr. 1, 1923 | Mar. 1, 1923 | May 1, 1922 | Apr. 1, 1922 | Jul. 1, 1914 |
| \$192,944 | \$193,087 | \$191,157 | \$168,096 | \$166,263 | \$119,708 |

Bank Clearings (000 omitted)

| | | | | |
|--------------|--------------|--------------|--------------|--------------|
| April, 1923 | March, 1923 | Feb'y, 1923 | April, 1922 | March, 1922 |
| \$33,014,749 | \$35,311,675 | \$30,001,206 | \$30,439,895 | \$31,497,336 |

Building Permits

| | | | | |
|---------------|---------------|---------------|---------------|---------------|
| April, 1923 | March, 1923 | Feb'y, 1923 | April, 1922 | March, 1922 |
| 138 cities | 155 cities | 162 cities | 138 cities | 155 cities |
| \$291,872,862 | \$372,117,555 | \$221,401,496 | \$193,834,820 | \$240,002,840 |

Sales of Bonds (Par Value)

| | | | | |
|---------------|---------------|---------------|---------------|---------------|
| April, 1923 | March, 1923 | Feb'y, 1923 | April, 1922 | March, 1922 |
| \$242,271,620 | \$268,124,000 | \$261,232,160 | \$461,378,150 | \$420,411,600 |

Average Price of Stocks—Railways and Industrials

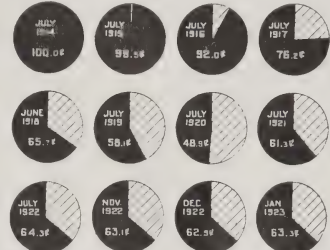
| | 20 railways | | 20 industrials | |
|----------------|-------------|---------|----------------|----------|
| | High | Low | High | Low |
| April, 1923 | \$88.56 | \$84.86 | \$102.70 | \$ 98.38 |
| March, 1923 | 90.63 | 87.15 | 105.38 | 102.36 |
| February, 1923 | 90.43 | 86.63 | 103.90 | 98.70 |

Commodity Prices

| | May, 1923 | May, 1922 | July, 1914 |
|---------------------------------|-----------|-----------|------------|
| Wheat, No. 1, Spring, bu..... | \$ 1.49½ | \$ 1.76 | \$.98 |
| Corn, No. 2, yellow, bu..... | 1.02½ | .80½ | .76½ |
| Oats, No. 2, white, bu..... | .56½ | .50 | .44½ |
| Flour, Minn., patent, bbl..... | 7.15 | 8.75 | 4.65 |
| Pork, mess., bbl..... | 27.25 | 26.50 | 22.25 |
| Coffee, Rio, No. 7, lb..... | .11½ | .11 | .08½ |
| Beef, dressed, Chicago..... | 15.50 | 14.25 | 13.50 |
| Butter, extra, lb..... | 42.75 | 37.00 | 27.50 |
| Rice, fancy, cwt..... | 7.50 | 7.00 | 6.50 |
| Sugar, gran., cwt..... | 9.50 | 5.30 | 4.30 |
| Lead, cwt..... | 7.25 | 5.35 | 3.90 |
| Iron, No. 2, Phila., ton..... | 32.76 | 26.26 | 15.00 |
| Silver, oz..... | .66¾ | .73¼ | .56 |
| Tin, cwt..... | 43.00 | 31.50 | 31.12½ |
| Steel billets, Pitts., ton..... | 45.00 | 35.00 | 19.00 |
| Copper, cwt..... | 15.37½ | 13.50 | 13.55 |

Based on Retail Prices

The chart below was constructed by the National Industrial Conference Board of New York and shows the composite retail purchasing value of the dollar for various months from July, 1914, to January, 1923. Retail prices in July, 1914, are used as a base.



Based on Wholesale Prices

The chart below was constructed from revised figures compiled by the U. S. Department of Labor and shows the composite wholesale purchasing value of the dollar for the same months as the retail chart.

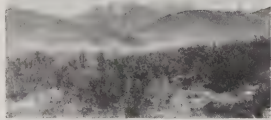


PETROLEUM

The nation's petroleum production continues at an enormous rate. The daily average during the week ended May 5 again broke all records, totaling 1,988,300 barrels, an increase of 41,800 over the previous week. During the week ended May 12 production averaged 1,963,000 barrels daily, a decrease of 25,300 from the previous week.

CONSTRUCTION MATERIAL COSTS

| | N. Y. June 1914 | N. Y. June 1914 | Chgo. January 1921 | S. F. January 1921 | N. Y. January 1922 | Chgo. January 1922 | S. F. January 1922 | N. Y. January 1923 | Chgo. January 1923 | S. F. January 1923 | N. Y. May 1923 | Chgo. May 1923 | S. F. May 1923 |
|---|-----------------------|-----------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|----------------------|----------------------|----------------------|
| Structural shapes, 100 lb. | \$ 1.41 | \$ 3.58 | \$ 3.58 | \$ 4.70 | \$ 2.63 | \$ 2.63 | \$ 3.10 | \$ 3.14 | \$ 3.02 | \$ 3.25 | \$ 3.64 | \$ 3.40 | \$ 3.85 |
| Structural rivets, 100 lb. | 1.81 | 5.08 | 5.08 | 7.05 | 3.50 | 3.43 | 4.50 | 3.85 | 3.75 | 4.75 | 4.40 | 3.75 | 5.00 |
| Cast iron pipe 6" and over, ton | 20.50 | 63.30 | 64.10 | 87.65 | 48.00 | 42.00 | 50.00 | 55.50 | 51.20 | 55.00 | 58.50 | 60.20 | 60.00 |
| Cement without bags, bbl. | 1.18 | 3.10 | 2.17 | 3.09 | 2.25 | 1.97 | 2.73 | 2.70 | 2.05 | 2.71 | 2.80 | 2.20 | 2.71 |
| Gravel, ¾, cu. yd. | 1.15 | 3.00 | 2.75 | 2.50 | 1.75 | 2.00 | 2.25 | 2.00 | 2.25 | 2.15 | 2.25 | 2.00 | 2.15 |
| Pine, 3x12 to 12x12 and under, M ft. | 41.00 | 50.00 | 55.00 | 28.00 | 49.00 | 44.00 | 32.00 | 59.00 | 52.00 | 35.00 | 65.00 | 60.00 | 41.00 |
| Lime, com., lump, bbl. | .97 | 3.30 | 1.65 | 2.25 | 3.00 | 1.40 | 1.75 | 3.00 | 1.40 | 1.75 | 3.25 | 1.50 | 1.75 |
| Common brick, delivered, 1000 | 5.90 | 27.70 | 15.00 | 18.00 | 20.40 | 11.00 | 15.50 | 23.50 | 11.00 | 15.50 | 23.50 | 11.00 | 15.00 |
| Hollow partition tile, 4x12x12, per block | .048 | .211 | .108 | .145 | .111 | .065 | .108 | .123 | .067 | .108 | .157 | .108 | .108 |
| Linseed oil, raw, 5 bbl. lots, gal. | .54 | .73 | .85 | .79 | .79 | .84 | .89 | .93 | .98 | 1.04 | 1.16 | 1.35 | 1.24 |
| Common labor, hour | .25 | .80 | 1.00 | .81½ | .60 | .72½ | .62½ | .60 | .72½ | .56½ | .75 | .72½ | .56½ |



Los Angeles and Vicinity



Providing Room for a Quarter Million

By C. G. Bowen

ANY account of Los Angeles at this time is one of increases. In years past Los Angeles has been depicted by superlatives, but not so now. The metropolis of southern California, if not of the Pacific Coast, has lost none of its attractiveness; in fact, that quality seems to have increased.

Los Angeles is now in the midst of a tourist season which has not been surpassed in the past decade. Data which has been collected over a long period indicates that the peak of the tourist season is ordinarily reached in July when the daily arrivals by rail reach an average of 1500 persons. This number has been exceeded by the number of visitors who have been reaching the city since excursion rates became effective.

An automobile ride through the city will reveal to an observer remarkable evidence of growth. In the residential sections of the city the rapidity with which homes are being built is described as phenomenal. The demand for house sites has been distinctively acute. Across tracts of land which for years have lain untouched, new streets, sidewalks and utility systems have been extended. The foothills which separate the Hollywood and the San Fernando Valley portions of the city are belted with highways leading to newly developed estates and the great valley surrounding the historic mission of San Fernando is being cut into smaller holdings varying in size from that of the ordinary city lot to five and ten-acre farms. New shopping centers have been laid out and are being built up. Those already existing have taken unusual strides in the past twelve months. The growth of this section of Los Angeles seems to characterize that which is taking place in other parts of the community.

Evidence of Los Angeles' growth is contained in figures prepared by the research department of one of the city's banks showing that 24,268 lots made up 249 subdivisions within or partially within the city limits. In Los Angeles and ten cities bordering 56,602 lots made up 688 subdivisions placed on the market during 1922. There was an average of 4.87 lots for each of the 11,608 acres subdivided.

Estimating that each lot of the 46,930 in and immediately bordering Los Angeles provided room for five persons, the investigator finds that these new subdivisions would provide room for more than 232,000 new inhabitants. The new city directory indicates that in 1922, 116,000 persons were added to the city proper during the year.

Reports from twelve leading real estate concerns form a basis for determining that 93 per cent of

these lots were transferred during the year. The average cost of each lot was \$1400.

Another research conducted by a Los Angeles bank indicates that the housing shortage will not be overcome for three years. According to this investigation the total building valuation as expressed in permits issued will be \$135,000,000 for 1923 and \$180,000,000 for both 1924 and 1925. No estimate is given for 1926, for the research indicates that a saturation point will be reached in the spring of that year. During 1922 a total of 19,057 residential buildings were erected. Of this number 15,373 were for single dwellings, 2824 double dwellings, 554 for flat buildings and 300 for apartment houses. These new structures would provide housing for at least 100,000 persons calculated on a basis of five persons for each unit. The shortage of housing facilities still persists in Los Angeles despite the fact that the average monthly building valuation for the first four months of this year has exceeded \$16,000,000. May, based on figures for two-thirds of the month, will go over \$17,000,000. It is estimated that these totals are 25 per cent under the actual valuations.

The commercial development and growth of Los Angeles is shown by the increases in bank clearings which for the first four months of this year have reached a total of more than \$2,630,000,000.

Great gains have been shown in the tonnage handled through the Los Angeles harbor in recent months. In one month 316 vessels were docked in the city wharves; these brought 1,739,988 tons of freight. While in April, 1922, 192 vessels brought 360,324 tons.

More than 15,000,000 barrels of oil are being produced in the fields adjacent to Los Angeles monthly. The Santa Fe Springs field leads as the greatest producer of the ten fields included in the area, turning out over 6,000,000 barrels per month. Long Beach is second with a total production exceeding 4,000,000 barrels.

Industrial expansion is one of the things that is being stressed by Los Angeles civic leaders. Thirty-nine new manufacturing concerns opened for business in the southern community during April, according to statistics prepared by the Los Angeles Chamber of Commerce. More than 600 new firms were located in the city during the last year. Los Angeles as the motion picture capital is producing films at a rate which is keeping practically every studio in the community going at full capacity. Recognition of Los Angeles as an industrial community is expressed by the establishment of many new factories.



San Diego

from the Pacific to the
Colorado



IMPERIAL VALLEY CANTALOUPE

Imperial valley cantaloupe shipments are now in full swing, a total of 2244 cars having been shipped to June 6, inclusive. The sudden increase in the daily shipments of cantaloupes is considered remarkable, in view of the fact that the first carload left the valley on May 23. Five days later, with a total of fifty cars shipped for the season, the warm sun started an avalanche of ripe melons into the packing houses.

The total crop for this season is estimated at 12,000 carloads, or approximately the same as last season.

Fullerton—Work is started on the pre-cooling plant to be erected by the Pacentia Orange Growers' Association. Another plant to be built by the same Association will be erected at Placentia. Both plants will be equipped with ice-making machinery of about 30-ton capacity each.

Los Angeles—The Santa Fe Railway Co. has appropriated \$24,495,000 to be used in all branches of railway improvement work in Southern California and the western edge of Arizona within the next year.

Of this sum \$1,500,000 will be spent in putting in the harbor extension line between El Segunda and Wilmington; \$195,000 for enlarging the Los Angeles railway yards; \$15,000 in improving the Harvey eating house, and a total of \$375,000 will be spent in improving eating facilities in California.

The 80-pound steel rails between Los Angeles and San Diego will be torn up and replaced with 90-pound rails, which will cost \$375,000.

The biggest single item in the improvement budget is \$20,000,000 for double-tracking the Santa Fe system between Winslow, Arizona, and Barstow, California. After the double track is completed, there will be but 125 miles of single track between Los Angeles and Chicago.

The refrigerating system improvement planned at Needles and Bakersfield will cost \$1,300,000.

Los Angeles—The biggest street improvement program in the history of Los Angeles will be inaugurated this year, according to Major L. A. Griffin, city engineer. Four hundred separate projects, to cost \$4,000,000 and embracing grading, asphalt paving, oiling, sidewalks, gutters, and curbs, are planned.

Glendale—Architects Morgan, Walls & Morgan are preparing plans for a new creamery plant to be erected on a three-acre site on San Fernando road, Glendale, for the Crescent Creamery Co. There will be a two-story milk plant, 93x191 ft., two-story ice cream plant, 75x170 ft., one-story boiler house, 96x170 ft., office building and a number of other buildings.

BUILDING SPECULATION CURBED

The Board of Governors of the American Construction Council, comprising building men from virtually every State, meeting in New York last month, adopted the following resolutions:

First—That banking interests curtail the financing of speculative building until after the close of the summer.

Second—That wide publicity be given to the increasing trend of construction costs, both of labor and material.

Third—That governmental, State, municipal and town construction departments be urged to delay their works as much as possible until September or October.

Fourth—That the co-operation of newspapers and trade publications be sought to keep the public informed of the monthly increases in construction costs, and that they be requested to exercise their influence in curbing the demand for construction until the early months of the fall.

PINCHING BACK THE OIL WELLS

(Continued from Page 5)

"The estimated amount of payroll in the southern California oil fields is approximately \$300,000 per day, and the contemplated expenditure program for southern California for the current year, including the two large refineries now under construction, and involving labor and equipment, reaches the enormous estimated sum of \$290,000,000.

"The independent producers must appreciate that what affects them adversely similarly affects the larger companies, as no individual or company, irrespective of size, can prosper, when the industry in which it is engaged is depressed."

STRASSBURGER & COMPANY



Members
San Francisco
Stock and Bond
Exchange

Private Wire Connections
With Leading Financial
and Commercial Centers

Members
Chicago Board of Trade

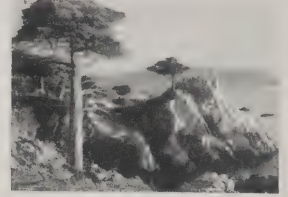
133 MONTGOMERY STREET

Telephone Douglas 2220

SAN FRANCISCO



San Francisco and the Bay District



SAN FRANCISCO INVESTS ONE AND ONE-HALF MILLION PER WEEK

THE Security Bank and Trust Company in its weekly summary of Mortgages and Deeds of Trust recorded during the week ending Thursday, May 31, 1923, reports as follows:

| | | |
|--------------------------|-------------|-------------|
| 162 Mortgages | \$1,573,547 | |
| 144 Deeds of Trust | 1,160,467 | |
| | | \$2,734,014 |
| 116 Releases | \$ 688,223 | |
| 68 Reconveyances | 516,052 | 1,204,275 |
| New Capital Invested... | | \$1,529,739 |

The amount of new capital was about a normal week's business and there were no particularly large transactions to swell the totals other than two mortgages for \$175,000 each and one for \$100,000; and Deeds of Trust for \$135,000 and \$200,000.

Oakland—Building permits numbering 935 were granted in Oakland during May, representing construction totaling \$2,373,020. Permits were issued for 335 one-story frame dwellings costing \$891,201, and 17 one-story flats, costing \$205,778.

San Francisco—The engineering department of the Pacific Gas & Electric Co. has bids under advisement for improvements at the Potrero gas plant. Construction involves the installation of a 48-in. dia. reinforced concrete conduit 275 ft. long, one concrete intake on one end and pump house on the other. Two 18-in. pumps will be installed with capacity of 7000 gallons per minute. Pump house will be of reinforced concrete construction, two stories in height with sump traveling refuse screens on first floor and on second floor switch department and intake and stationary refuse screens. Total estimated cost is \$110,000.

San Francisco—The Pelton Water Wheel Co. has acquired the half-block bounded by Nineteenth, Alabama and Florida streets, and will immediately erect thereon a two-story building, 150 by 200 feet, to accommodate office, drafting-room, pattern-shop, pattern-storage and pump-assembly departments. The removal of these departments from the present plant at Nineteenth and Harrison streets will permit devoting this building entirely to the machine shop and to turbine erection. A number of new large capacity machine tools will be installed.

This step has been under consideration for the past year, ever since the acquirement of control of the Pelton Company by Wm. Cramp & Sons Ship & Engine Building Co., of Philadelphia. It has become necessary not only because of increased activity in hydroelectric construction, but also

because of the increasing recognition by Western power companies of the advantages of working in conjunction with a nearby plant equipped to handle all kinds of work no matter how large. It is also of interest as illustrative of the confidence felt by a large Eastern concern in the future of the Pacific Coast as a manufacturing center.

Oakland—Montgomery Ward & Co., one of the largest mail order concerns in the United States, has purchased a site on East Fourteenth street at Twenty-ninth avenue and will construct a 10-story modern distributing plant for their merchandise.

San Francisco—Northwest Lead Co., with the Bunker Hill and Sullivan Mining Co. of Idaho, are planning a fabricating plant to cost \$300,000. This concern manufactures and markets lead pipe, sheet lead and similar plumbing supplies. The Bunker Hill concern finds it necessary to assist the manufacturing facilities with a plant in the vicinity of San Francisco. The president of the Bunker Hill and Sullivan concern is Fred W. Bradley, San Francisco mining engineer, and William H. Crocker is treasurer of the Company.

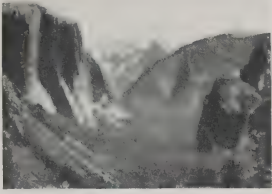
San Francisco—Dehydration Inc. has opened offices in the Balboa building for the purpose of managing sales of the Andrea Waterout Home Dehydrater. T. C. Ringgold is president; Sidney B. Hickox, vice-president, and Frank H. Brown, treasurer.

Salinas—Salinas Valley Ice Co. is planning to spend \$30,000 in improving their plant and will install a 75-ton ice machine, piping, electric hoist, etc.

Pittsburg—Redwood Manufacturers Company is planning to reconstruct its dry kilns, destroyed by fire at Pittsburg, Contra Costa County. The loss is estimated at \$50,000.



Lake Merritt in Oakland, only a few blocks from the busy downtown district



San Joaquin Valley and Central Coast Counties



Fresno—Building permits for the month of May totaled \$214,583, as against \$492,543 in April. Residence construction is active, the operations for May totaling \$119,065, with business structures second on the list at \$50,000. Operations for the year ending April 30, total \$2,410,365. The permits for April and May, 1923, are low in comparison with the same months last year, the respective totals for April, 1922, and May, 1922, being \$652,384 and \$993,500.

Bakersfield—May building suffered a slump, falling from \$82,498 in April to \$66,024. In May, 1921, permits were issued for \$152,833, while in May, 1922, buildings totaling \$124,485 were erected. Residential construction is the feature of present activities. During May, eighteen residence permits were granted to cost \$39,000.

Hanford—Building permits for May totaled \$105,310, the largest project covering the construction of a \$98,000 brick business block.

Antioch—The San Joaquin County Supervisors have granted a franchise to the Delta Bridge Corporation to construct a 675-foot reinforced concrete bridge across the San Joaquin river at Antioch. The structure will cost \$600,000, and will be of a low level type with but twelve feet clearance at high water. It will include a 200-foot steel drawbridge. The terms of the franchise are that operation is to remain in the hands of the corporation for 25 years, at the end of which the ownership is to revert to the counties of Contra Costa and Sacramento, free of all costs. The plans have been approved by the State Engineer and, following the approval of the War Department, construction will be started.

Clarksburg—By his purchase, just announced, of an additional sixty acres in the Holland Land tract west of this Sacramento River shipping point, Clarence E. Holmes will now undertake the farming of more than 550 acres of these high-value crop lands. This sale brings the aggregate transaction in the tract for the year to date practically to the \$200,000 mark, comprehending the sale of some 580 acres of land. It is understood that the parcel just acquired will be set out to sugar beets and beans. It lies near the southwestern corner of the district.

THE DON PEDRO DAM

The Don Pedro dam, one of the highest in the world, has been completed at a cost of \$6,000,000 and will assure the farmers of the Turlock and Modesto Irrigation Districts ample water even in the driest years. The dam is 284 feet high, 1040 feet in length at top, and 176 feet thick at the bottom. The reservoir created is sixteen miles in length with an area of 3276 acres.

WEATHER CONDITIONS DURING MAY

By George H. Willson, Meteorologist.

THE temperature during May was about normal in the northern portion of the State and slightly above in the southern portion. From the 6th to the 15th, quite warm weather prevailed in all sections and during the last decade, quite cool weather prevailed generally.

Except in the extreme northwestern counties, very little rain fell during the month. The amounts were not sufficient to cause damage or to be of material benefit to growing crops.

Crops are making good progress and the cool weather has been beneficial to the development of the grain crop.

Snow has disappeared in the mountains except at the higher levels.

Have you a modern hotel in your community?

A modern hotel is a vital necessity to any progressive city. It is the *focal center* of social and industrial activities reflecting the *character* of the community which it serves. A good hotel is the *magnet* which attracts the ever-increasing tide of visitors and commercial travelers; and in their wake—new blood, new wealth, civic pride and prosperity.

To be successful, the hotel must have its four fundamental phases carefully handled—Organization, Finance, Construction, Operation.

Our plan of community finance thoroughly *co-ordinates* these fundamentals and insures success. There is no *guess* work. We will be glad to offer suggestions regarding your hotel problem. No charge is made for consultation.

We are prepared, also, to organize and conduct campaigns for *Community Chests, Hospitals* and other community enterprises.

Address all communications to
FREDERICK D. CLOUD, *Manager*

Community Finance Service

2947 MAGNOLIA AVENUE

BERKELEY, CALIFORNIA



Sacramento Valley and Northern California



Sacramento—May building permits totaled \$703,740, against \$507,210 for the corresponding period in 1922. During the past month 79 permits were granted for one-story dwellings to cost \$218,100; 10 permits for two-story dwellings to cost \$75,210. Twelve business structures were erected at a cost of \$130,414. The operations for the past five months total \$3,178,207, as against \$4,449,409 in 1922.

Marysville—Dredging in the settling basin on the James O'Brien ranch along the Yuba river is under way by James McNulty of Hammonton. These lands are reported to be rich in gold deposits, and the Linscott Drilling Co. has been making tests.

Eureka—May building activities totaled \$251,900. This total includes \$120,000 for the Masonic temple project and store and office building to cost \$41,000.

Susanville—With 6000 men employed in the lumber industry and 25,000 acres of new land

going under cultivation this year, Lassen county can rightfully claim a place in the sun of California prosperity.

Within the past three years, Susanville, the county seat, has doubled in population, and now claims 4500 inhabitants, with two huge lumber mills turning out enough lumber annually to build a city for half a million inhabitants. Westwood has 3200 men employed in the lumber industry, and it is the most unique city in the United States in many ways.

The lumber production in Lassen county last year won first place among the timber producing counties of California, and the capacity of the mills is being constantly increased.

Lassen county farmers produced \$12,000,000 worth of agricultural products last year. From a stock and sheep country, with large, unwieldy ranches, the county is developing fast into a diversified farming country.

Oroville—Dismantling of the Indiana machine shops, a relic of the gold dredging days in Oroville, will be completed by fall. The Hutchison Lumber Co. has purchased the equipment of the shops and the work of building a machine shop at the mill here is now in progress.

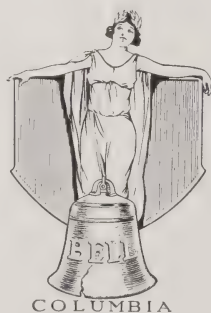
Machinery and equipment will be moved from the Indiana shops to the new shops at the mill as rapidly as the new building can be made to accommodate them.

With the machine shop the Hutchison Lumber Co. will be in position to handle all its machine work, including repairs to its locomotives and donkey engines.

Woodland—R. L. Neimann, manager of the Winters packing sheds, who inaugurated a campaign for harvest labor two weeks ago, reports that there is ample labor available to harvest the greatest apricot, almond and general fruit crop in the history of the county.

Sacramento—Two new industries have started operations in Sacramento within the past few months. These are Reliance Lithograph Company and Sacramento Box and Lumber Company. The president and general manager of the Reliance Lithograph Company is Mr. E. H. Grubb, formerly of San Francisco and Fresno. The box and lumber company is headed by Mr. Curt Setzer, formerly of Klamath Falls, Oregon. These industries brought forty-five families to Sacramento

The American Smelting and Refining Co. has again reduced the price of lead, the fourth decline since April 19, to 7.25 cents New York. A temporary advance in the price of zinc recently was shortlived, and the metal declined again to around 6.35 cents, East St. Louis.



With no preferred stock, we offer common stock in this successful marble production corporation. An investigation will prove the intrinsic value of this investment.

The marble finishing of the Golden Gate and Loew's Warfield theaters, San Francisco, were supplied from the Bell Marble Quarries.

The Metropolitan Life building that crowns San Francisco's Nob Hill contains the splendid product of our quarries, giving stability and beauty to this great structure.

Bell marble has also been used extensively in the new Standard Oil building and many others including public school buildings of Los Angeles county.

BELL MARBLE QUARRIES

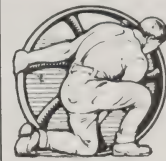
OF COLUMBIA, Inc.

17 Spear Street.

San Francisco.



Organization Notes



INDUSTRY SECURES MAN OF VISION

THE Industrial Bureau of the California Development Association is now a fact.

Charles S. Knight, formerly president and managing director of the Reno Chamber of Commerce, a man who has received national recognition for his broad vision and great intellectual ability through his Nevada accomplishments, has been appointed director of this important department of the State organization.

ONE MILLION LETTER CAMPAIGN

THE greatest advertising plan ever conceived in any State has been inaugurated by the California Development Association.

Realizing the tremendous power of progressive thought held by the women of the State, the association has asked them to take over the task of sending out from California one million personal letters throughout the world telling of the wonders and beauty of our Western Empire.

They have answered, "We will."

The plan is to organize an army of one hundred thousand women along military lines having titles from general to private to go forth on the morning of October 15 and for ten days make a house-to-house canvass throughout the length and breadth of the State, selling stamped postal letters, at a cost of two cents and a half to men and women in every home, asking that they be sent as personal invitations to their friends in the four corners of the earth to come to California and enjoy it as we do.

COMMERCIAL AND AGRICULTURAL TRUTHS OF 21 COUNTIES READY

THE bureau of research and information of the California Development Association has just completed agricultural and commercial surveys of twenty-one counties, giving valuable information on soil, climate, water resources, available land and costs, crop methods, harvesting and yields, marketing and markets, according to Dr. E. A. Cottrell, director of this department.

It is hoped to present this material in pamphlet form for each county and for each individual industry as well as for the State as a whole.

Miss Mariel K. Hyde, who directs the work of answering the inquiries that come to the California Development Association, makes the following report of activity in her department:

"Verbal inquiries average 140 to 150 daily, while letters requesting information approximate thirty-five a day. Figuring on this basis and allowing 15,000 inquiries to cover the various occasions when information bureaus have been

maintained at conventions, etc., the information department is answering inquiries at the rate of 75,000 a year.

"Letters, however, contain seldom less than four to five questions each but this estimate is made reckoning one inquiry to a letter only."

SANITATION DEVELOPMENT

THE plumbing and heating crafts of California grouped together for co-operative action as the California Sanitation Development League are accomplishing notable results in educational work toward the improvement of sanitary conditions in every line of building operation.

The league is officered by master plumbers and leaders of the various industries which they represent. James H. Pinkerton is president. Other officers are Henry Morris, vice-president; T. F. Leary, second vice-president; Charles W. Weld, treasurer, and L. J. Waldear, secretary.

Few there are who recognize the civilizing influence of the work of master plumbers and allied craftsmen. It has been correctly stated that sanitation is undoubtedly one of the greatest factors in the development of civilization and a proper realization of this fact on the part of plumbers is the first step toward placing the craft on the high plane which it justly merits.

In March, 1922, the California Development Association called together at luncheon in the Palace hotel leaders of the plumbing and heating crafts and as a result of this representative gathering an outline and need of co-operative action toward sanitation development was given expression. The San Francisco Sanitation League has since grown in importance during the past year until it now has assumed State-wide proportions, extending its field to include similar activities in a number of important cities of the State.

Thus, the California Sanitation Development League has developed from a local organization of plumbers to a State-wide institution for co-operative action along the lines of establishing higher standards of sanitation and public health.

San Jose—Building permits numbering 130 were issued during the month of May, including improvements to cost \$337,360. These include 40 residences to cost \$140,450; four apartments to cost \$34,380; alterations, additions, and repairs to cost \$44,320, the balance for miscellaneous new buildings. May figures show a \$5000 gain over April of this year and more than double the amount for May, 1922.

Alameda—Building permits for May totaled \$110,036. Twenty-two permits were issued for new buildings totaling \$79,650. Forty permits were issued for alterations and repairs costing \$40,386. April of this year the total building permits amounted to \$140,046.

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Producers of

"Bunker Hill"

Pig and Calking Lead

99.99% Pure



Northwest Lead Company

Manufacturers of "Everything in Lead"
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July Farm-Secured Bond Offerings

Yielding 5% to 6.25%

Income Tax Exempt

| Key | | Yield |
|-------|--|-------|
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| LPMNZ | Turlock Irrigation District, 5½s..... | 5.05% |
| LMNZ | Sacramento & Sutter Co.'s, Cal., Reclamation District No. 1001, 6s..... | 5.40% |
| LPMNZ | Merced Irrigation District, 6s..... | 5.35% |
| LPVNZ | Waterford Irrigation District, 6s..... | 5.50% |
| LPVNZ | Whitney Irrigation District, 6s..... | 6.25% |

L—Legal investment for savings banks, in State issued.
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N—Non-callable prior to maturity.
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Denomination of bonds, M-\$1,000; V-\$500.

The bonds of these prosperous agricultural communities are payable from taxes, in the same manner as other Municipal Bonds. They are prior in lien to first mortgages, including mortgages securing Federal Land Bank and Joint Stock Land Bank Bonds, and are as wholly exempt from Federal Income Tax as Liberty First 3½s.

For the investor who seeks the security of good farm land, the bonds listed above afford, at the current market, interest returns as favorable as many other high grade bonds, which are not tax-exempt.

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MERCHANTS EXCHANGE, SAN FRANCISCO
Sutter 6620

ROUNDING OUT THE FARMER'S DOLLAR

(Continued from Page 10)

forces them to market earlier than they desire. We may have a more violent attack upon the Farm Loan Board than ever the Federal Reserve Board has experienced.

"Likewise care and conservatism in its management will be necessary if the confidence of the investing public in the debentures is to be secured. The Federal Land Banks and the Joint Stock Land Banks have succeeded in building up a very good market for their securities, aided, to be sure, by the tax exempt feature of their bonds. While the debentures to be issued by the Credit Banks are likewise tax exempt, there is not the same confidence in the public mind in the new security of agricultural products which will be back of the debentures as there is in the security back of the land bonds. To secure and maintain the confidence of the investing public these new agencies must proceed slowly in the development of their machinery, and a wide margin of security, in the products pledged must be maintained.

"Should the investing public not take kindly to the debentures, there is a very possible danger that the Federal Reserve Banks will be called upon, under the authority conferred by the amendments to the Federal Reserve Act, to devote a considerable part of their funds to this sort of financing. It is not entirely clear why member banks of the Federal Reserve System should be compelled to contribute to the support of banks and organizations which are outside of the System. A possible result may be that the Federal Reserve Banks in the great commercial centers will, through the rediscounting of one Federal Reserve Bank for another at the direction of the Federal Reserve Board, be required to carry a considerable portion of the load of credits incurred in the agricultural sections.

"An administrative difficulty under the Act lies in the fact that the officers of the Credit Banks are men who presumably have been trained primarily in the business of making real estate loans. They must now be trained to make commodity loans and such training cannot be had over night.

"Some confusion may arise, too, from the fact that the Credit Banks are to be chartered by and are under the supervision of the Farm Loan Board, while the Credit Corporations stand in the same relation to the Comptroller of the Currency. This division of authority arose out of the fact that the Agricultural Credits Act is a combination of separate bills, hastily thrown together. It is regrettable that the institutions created are not integrated under the same supervisory authority.

"From the standpoint of the country banker there is some doubt as to the ultimate effect of the Agricultural Credits Act upon their business. The Credit Banks will furnish an outlet to many of them for the rediscounting of their paper should they desire to avail themselves of it, but the Credit Corporations and the converted livestock loan companies may prove to be very active competitors, so that the net result may be harmful to the country banks. They, however, will hold an advantageous position by virtue of their previous connections and it may be that they will welcome

the assistance in the financing of agriculture which will come from the Credit Corporations.

"One point, however, should not be lost sight of by the country banks, and that is the undoubted lowering in many places of the interest rate heretofore charged to farmers and livestock growers, since no farmer's note may be rediscounted with a Credit Bank which bears a rate of interest more than $1\frac{1}{2}$ per cent above the discount rate of the Credit Bank. For the present that discount rate has been set at $5\frac{1}{2}$ per cent, so that the maximum rate of interest which a country bank may charge on a note rediscounted with the Credit Bank is 7 per cent.

"One of the most serious considerations in connection with this legislation has to do not with the merit of the legislation itself or the highly desirable purpose which it seeks to accomplish, but rather with the general consideration that another elaborate governmental machinery has been set up, comparable in scope and purpose with the Federal Reserve System and the Federal Land Banks, having an intimate contact with the agricultural population of the country. While many of our farmers and livestock growers are men of high intelligence and standing, a very large percentage of them are not well grounded in the fundamentals of business and finance. What the farmer really wants to accomplish through the credit facilities established is to secure a higher return for his products. Laudable as is his desire, it cannot be accomplished by legislation alone, and the danger lies in the fact that if his ultimate purpose be not accomplished, political pressure will doubtless result in additional legislation to secure that purpose.

"Already there are many misgivings with respect to the political influence which has been brought to bear upon the Federal Reserve System. Should political influence finally obtain control of the Federal Land Banks and the new agricultural credit institutions and their management be directed from the standpoint of political advantage rather than of sound economic and financial principles, the result will be disastrous for the whole country, and ultimately the systems may be swept away in the wave of popular anger and disappointment at their failure to accomplish the results desired.

"Bankers, perhaps above all others, will devote no inconsiderable portion of their time to a development in their communities of sound thinking with respect to fundamental economic and financial problems. When there is overproduction of any commodity it is not possible, except for a brief space of time, to sustain by law the price of the product. The adjustment most desired in our economic life today is one which will bring the price of raw materials, of labor and of the finished product into a more normal relationship. The relative inequality of prices had resulted in inevitable hardship but the re-establishment of sound price levels will do more to benefit agriculture than will any agricultural credit legislation."

In copper a slackening of orders for delivery in June and July has been evident. April shipments declined to 195,000,000 pounds against the record figure of 214,000,000 pounds for March. Unless an unexpected buying movement develops sales will shortly do no more than absorb the current output of the mines.

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This hotel is just two minutes' walk from the Ferry Building.

All rooms are outside rooms, bright and airy, and most modern in every way.

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We believe once you visit our hotel you will always be our guest when in San Francisco.

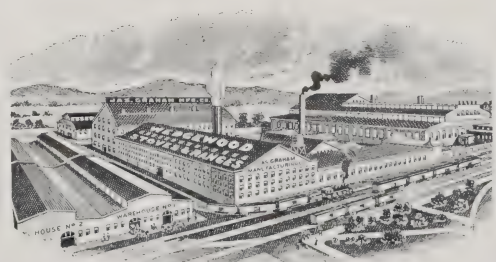
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are built on the Pacific Coast by practical and experienced men who have pioneered the industry in California. Today we are producing every type and every size range for wood, coal and gas—a line admittedly the leader in the field.

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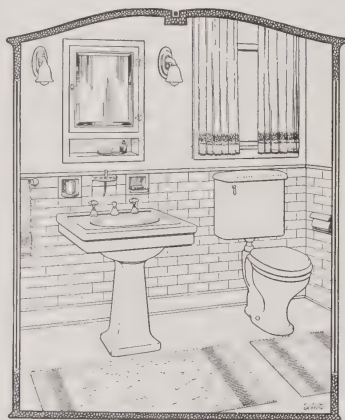
Vulcan Smooth Top Gas Ranges



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OAKLAND

LOS ANGELES



"West Coast" Pedestal Lavatory, Closet
Tank and Bowl of Two-Fired
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Spotless cleanliness in the bathroom is easily main-
tained where "West Coast" Plumbing Fixtures are
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The highly glazed surface will not crack, stain or
discolor, and there are no dust-catching ledges on
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Experts universally recommend "Two-Fired Vitreous
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of plumbing fixtures.

Ask Your Plumber



West Coast Porcelain Manufacturers

424 Oceanic Building, San Francisco

Plant, Millbrae, California

WHAT IS AN IRRIGATION DISTRICT BOND?

(Continued from Page 11)

to authorize or sell additional bonds, which do not receive the complete approval of this commission. Accordingly, the holder of State approved irrigation district bonds is guaranteed by law that additional bonds cannot be issued excepting after receiving the full approval of this State commission.

Each of these State approved irrigation district bonds has affixed a certificate signed by the State Controller, stating that by virtue of a full examination made of the security by the State Commission, savings banks, life insurance companies, trustees, guardians and administrators are authorized by law to invest in the bonds. The bonds are also declared by law to be eligible at 90 per cent as security for deposits of State, county and city funds in California banks. In brief, they are certified by the State of California as suitable investment for all funds which may be invested in State, county, city or school district bonds.

Added to this, these bonds are, according to law, wholly exempt from federal income taxes. Individuals are not required to make any declaration of ownership or income derived therefrom in their income tax statement to the federal authorities. To holders in California, they are as fully tax exempt, both federal and State, as First Liberty 3½s now selling to yield about 3.40 per cent.

Investment in high-grade irrigation district bonds affords security, marketability and tax exemption, and, at the current market, a more liberal yield than is obtainable from other forms of tax-free investment. The current yields obtainable range from 5 per cent to 6 per cent, wholly tax exempt. The maturities range from one to forty years, are definite and without option.

Note—This is the first of a series of articles on the subject of Western securities. The next article by C. B. Council will appear in the August issue.



Horticultural Building, University of California

A LIFETIME OPPORTUNITY

Irrigated orchard and alfalfa bottom lands of fertile alluvial soil, roads, schools; near Marysville in center of orchard districts. Price \$150 to \$250 per acre. No payments on principal for five years.

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Farm Land Investment Co.

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ESTABLISHED 1879

Complete Compressed Air Equipment

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Our 44 years of experience in this line gives our patrons the advantage of professional advice as to size of units, etc., to be used.

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California Agricultural and Grazing Lands

are offered for sale by

SOUTHERN PACIFIC COMPANY

in various localities throughout the State, adjacent to its
railroad lines

Prices range as follows:

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| Grazing lands | \$1 to \$10 per acre |
| Grazing lands with some agricultural possibilities | \$5 to \$25 per acre |
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Terms of Sale:

Nineteen-year Amortization Contracts requiring residence and use.

Ten-year Contracts with no residence or use requirement.

Cash with a 10 per cent discount allowed.

Timber lands.....\$1 to \$5 per M stumpage payable in cash or annual payments prior to cutting.

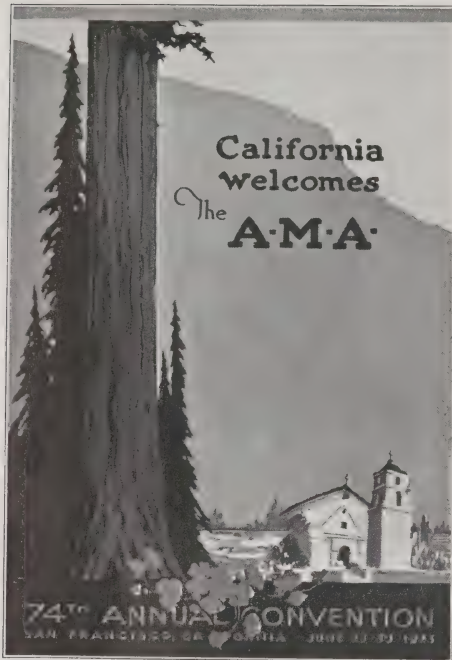
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SOUTHERN PACIFIC COMPANY

981 S. P. Bldg., 65 Market St., San Francisco, Calif.

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Medical California

MEDICAL CALIFORNIA, a handsome souvenir book of information published by the California Medical Association, is dedicated to the medical argonauts of California, whose resourcefulness and ideals have contributed so much to the health and happiness of Californians and whose lives are inspirational to physicians everywhere. This 222-page book was prepared for visiting delegates and guests to the seventy-fourth annual convention of the American Medical Association in session at San Francisco, June 25, 26, 27, 28 and 29, 1923. It is profusely illustrated with scenic views from every section of the Golden State and contains descriptive matter regarding each county and also describes each hospital, listing the members of staff and personnel.

As a contribution to descriptive literature, Medical California is unique in the fact that its publishers have presented a state-wide survey of the fifty-eight counties of which a civic promotion board might well be proud.

"California Welcomes the A. M. A." is a happy expression based on the new idea of sharing similar gatherings to the entire State.

The printing of Medical California was made under the personal direction of Mr. William H. Barry, superintendent of publications of the California Medical Association, and the pleasing typographical arrangement and high grade presswork are typical products of the publishing plant of the James H. Barry Company.

Supply Company Builds New Home

One of San Francisco's Oldest Mercantile Firms Pioneers in New Wholesale District

CONGESTED streets and traffic conditions are driving the large supply houses which carry stocks of heavy material away from the downtown section of San Francisco. George H. Tay Co., one of the first to make the move, are pioneers in a new district, having just completed the construction of a modern supply house building on Eighth street, between Mission and Howard streets.

George H. Tay Co. is among San Francisco's oldest concerns, George H. Tay having come to California from New York City during the gold rush and commenced business as a mercantile house in October, 1849, at the corner of Montgomery and Washington streets.

The firm remained at this location until burned out in a serious conflagration, May 4, 1851, when twenty-one blocks were destroyed. After the fire the com-



THE TAY BUILDING OF 1874

pany erected what was then considered a thoroughly modern building at 614 to 618 Battery street, where the business continued under the firm name of George H. Tay & Co. The illustration reproduced in this article is exceedingly interesting and appeared in the San Francisco Journal of Commerce in January, 1874.

Some years later the company found it necessary to move into larger quarters on First street, near Market street, where they remained until the earthquake and fire of April, 1906. Immediately after this great disaster the company erected two large warehouse buildings in the Potrero district, where they conducted their business until such time as building conditions permitted them to return to the downtown section of the city.

Every effort has been put forth to make the new Tay home the last word in efficiency.



FROM THE CROW'S NEST

By R. Berkeley
(of Strassburger & Co.)

IF anything were needed to stay my proclivity to wander, it would be the discovery that the latest—the last, I hope—"bit of solidified gas" to be honored with (or humiliated by) my sojourn, California, can grow really worth-while tobacco. For surely the soil and climate that can do this has proved its title to the name "Earthly Paradise."

And it is true, proved beyond questioning, that the land of surprises can satisfy every craving of the worshiper at the shrine of My Lady Nicotine. Tobacco is grown in many lands, and men smoke what is produced. I have actually met an Irishman who smoked tobacco grown in the Land of Saints. But the plant is whimsical, follows no laws but those of its own making, and "you never know." There are many species of Nicotiana, nearly all of them natives of the American continent. Most of them have failed hitherto to prove acceptable to the average "slave of the weed." The major part of the world's supply of tobacco comes from N. Tabacum, the Virginia tobacco, and from this species are derived the product of Cuba, the United States, and the Philippine Islands, the Latakia of Turkey, and the cheroot of British India. It is curious that California, in order to grow true Turkish tobacco, should have been under the necessity of going to the tobacco-producing areas of pre-Balkan-War Turkey, for the seed, when we know that the ancestors of the Turkish growth are American. How or when the seed wended its way to the Orient is unknown. Tobacco is a sociable animal, those who know her are strangers to petty jealousy, extol her charms wherever they be. Once in Europe, the wandering habits of the old-worlders could be relied on to do the trick.

Not only is California growing Turkish tobacco of a good quality, it is well on the way to beat mother at her own game. For the simplest of reasons. ability and hard work. The pioneers of successful tobacco growing in this State have made many and costly experiments, have spared no expense in securing the services of experts from "Turkish" tobacco growing districts, and have secured their seed from those districts most famed for their product. Xanthi, Kavalla, Drama, Seres, Samsoun, Smyrna have all been drawn on. Farms have been in operation for some time in San Joaquin, Yolo and Placer, Contra Costa and San Diego counties; definite results have been obtained, a cigarette ("California") has been put on the market, demand already exceeds supply. The skeptics have begun to show a change of front, are claiming to have known all along that California could sow, grow and market Turkish tobacco. Not that it matters what they say!

Los Angeles—Baker Iron Works has been awarded a contract at \$470,000 for furnishing and erecting the structural steel work for the new Chamber of Commerce building at Twelfth street and Broadway. C. J. Bubach Co. is the general contractor, John C. Austin and John Parkinson are associate architects.

The Crocker National Bank

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San Francisco

A financial institution long
identified with Western
progress and development

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Five-year-old fig orchard, Planada, Merced Co. (On main line Santa Fe R.R. and concrete highway to Yosemite Valley.)

Over 100 conservative investors have bought Fig orchards from us.

AN INCOME PRODUCING HOME in an ideal location. You can live there or can stay where you are and have us care for it.

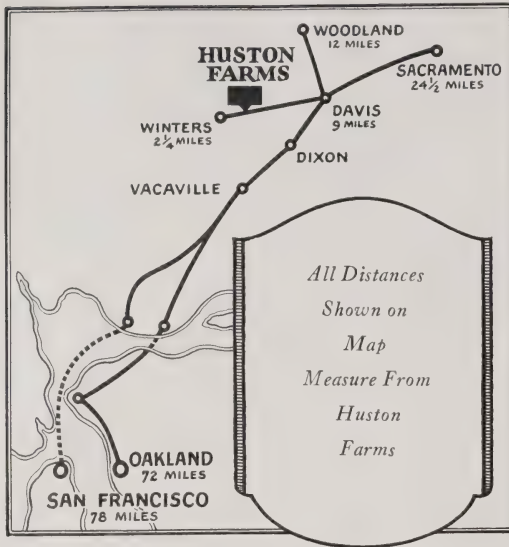
Mature orchards pay as high as \$600 an acre income. Orchards begin to bear at 4 years and the yield increases indefinitely. FIGS live forever, humanly speaking, and a fig orchard is an insurance for future generations.

\$100 to \$150 an acre cash
Balance on easy terms extended over several years

Write for facts and endorsements to

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PLANADA FRUIT FARMS
643 MILLS BUILDING - - - SAN FRANCISCO



HUSTON FARMS

now being sold in 10, 20 and 40 acre units. On the State highway, 9 miles from Davis, and 2 miles from Winters, Yolo County. 3 hours from San Francisco. 40 minutes from Sacramento. No finer soil in the State; deep and rich; no hardpan or alkali. Level land, all fenced in a beautiful country surrounded by wonderful orchards and vineyards. Excellent irrigation, cheap water. Telephone and electric lines run through property. The climatic and soil conditions ideal for grapes, figs, walnuts, apricots or any of the fruits grown in Central California. Some vineyards in this locality are producing as high as 17 tons of grapes to the acre,

Price
\$250 per Acre

on very easy terms

Free Auto Trips to Farms Any Time by
Appointment

For Particulars
and Descriptive Booklet Apply

J. J. MacArthur, S. F. Representative

California Subdivision Company
605 Commercial Building

Phone Sutter 2357 833 Market St., San Francisco, Calif.

"BUILD IN 1924" IS SLOGAN OF CHICAGO BANKER

THE building industry was described as the "pinch hitter" in the present wave of business prosperity, by George Woodruff, vice-president of the National Bank of the Republic, speaking before representatives of the building trades in Chicago.

"Upon the intelligence, team work and vision of American builders now depends the immediate continued prosperity of the Nation," he said. Woodruff advocated the adoption of the slogan "build in 1924" by the building industry itself, pointing out that this would have the effect of keeping down prices in 1923 and forestall the threatened buyers' strike in the building industry, which, he said, would be unfortunate for the country as the industry is the backbone of the present boom. "Many of our pressing needs, due to war curtailment, have now about been filled," he said, "and the great activity of the building industry remains as the one most important factor in prolonging our present lively domestic trade."

"If the building industry is able to tide us over into 1924, we may find that a settlement of European social and political questions will make possible the sale of larger amounts of foreign securities to American investors, and the proceeds of the sale of these securities would be used by Europe for the purchase of American goods." He warned that a building slump now would cause prospective builders to wait for "bottom prices."

CHECK BUILDING PROGRAM OR FACE CRASH, SAYS CONSTRUCTION CHIEF

THE present unparalleled building expansion, unless checked, will collapse with a crash that will carry serious injury to all lines of the country's industry and commerce, now at a high level of prosperity. This prediction was made by General R. C. Marshall, Jr., general manager of the Associated General Contractors of America, in explaining why the American Construction Council has launched a campaign to restrict building.

Marshall, however, is hopeful that the program will be checked before a toppling peak is reached. "So far the appeal for the deferment of construction, wherever possible, has been generally responded to," he said. "Hundreds of millions of projects have been held up and the present prospect is bright that we shall be able to flatten out the ominous impending peak."

Secretary of Commerce Hoover states that building has slackened recently, according to reports to his department. Further than this he declined to comment on Marshall's prediction or on the restrictive campaign of the American Construction Council. Hoover said, however, that he agreed with Secretary of the Treasury Mellon and members of the Federal Reserve Advisory Council that business throughout the country is now on a sound basis.

According to Commerce and Finance of May 30, copper was quoted at 15¼ cents delivered, with the London market also off.



Every wife is entitled to demand this—

Mail it now!

WEST COAST LIFE INSURANCE CO.
605 Market Street, San Francisco
Gentlemen:—Without obligation on my
part, send me more information.

Name

Address

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the absolute protection afforded her by a Perfect Protection Policy in West Coast Life. How would *your* wife fare if Fate should suddenly turn? Send the coupon and you will learn how easily you can protect her and yourself with these five features of a West Coast Life Perfect Protection Policy:

1. *Accident:* A weekly income while you are disabled.
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WEST COAST LIFE
INSURANCE COMPANY
HOME OFFICE—SAN FRANCISCO

CALIFORNIA FARMS

15 ten-acre farms rich level sandy loam soil. Every farm an income producer, all irrigated, on railroad and paved highway, close to Stockton. In the heart of the garden spot of the great San Joaquin Valley. These farms have full-bearing almonds, olives, peaches, prunes, grapes, alfalfa; also produce melons of all kinds, sweet potatoes, beans, corn. A farmer's paradise. Prices range from \$3000 to \$6000 for each ten-acre farm. For terms and prices write me. I also have large acreage of improved and unimproved ranches of all descriptions throughout central California.

S. W. CROZIER

D. E. BESECKER, *Manager*

22 Montgomery Street

San Francisco, Cal.

MARBLE QUARRY TO EXTEND FACILITIES

The commissioner of corporations has issued a permit to the Bell Marble Quarries of Columbia to sell 2500 shares of their capital stock. The funds thus derived will be expended for a marble sawing plant and additional quarrying machinery and extensions to the plant of this corporation.

For 35 Years

We have devoted 35 years exclusively to the actual work of building irrigation projects and developing orchards, vineyards, alfalfa and garden farms in California for the patrons of our office. All our projects have advanced from three to eightfold to the benefit of purchasers. We have handled many large as well as small projects in the various counties of the State. Our service is based on expert knowledge, efficient and earnest attention to both the big and the little duties essential to success. We are at all times ready and willing to give dependable first-hand advice and help to those seeking safe and sane investments in Farm Lands and Farm Mortgages. We are now developing 10-acre vineyards in Sacramento Valley at \$275 an acre, including planting and three years' care, on six-year terms of payment. Correspondence invited.

C. M. WOOSTER CO.

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San Francisco

CRANE PLUMBING FIXTURES

represent the highest development of the modern art of Sanitation.

There are many designs made to meet all requirements from the smallest bungalow to the modern office building, school and hospital.

A cordial invitation is extended to visit our display rooms.

CRANE CO.

301 BRANNAN STREET

SAN FRANCISCO, CALIFORNIA

BRANCH OF CRANE CO., CHICAGO

BRANCH SALES OFFICES IN ONE HUNDRED AND THIRTY-FIVE CITIES

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California Journal of Development

AUGUST, 1923

Reflecting the

State's Business

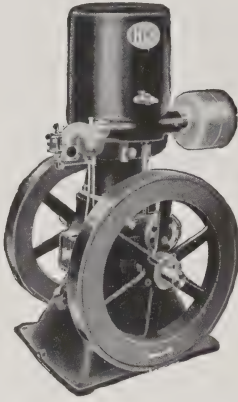
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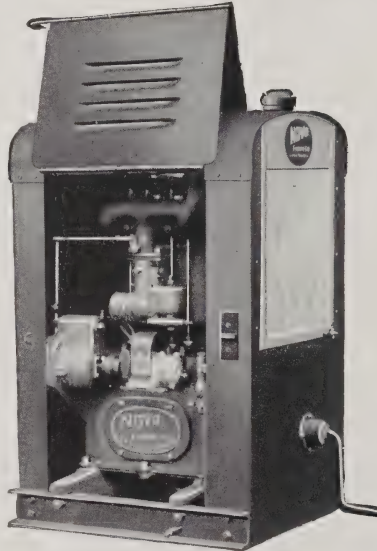
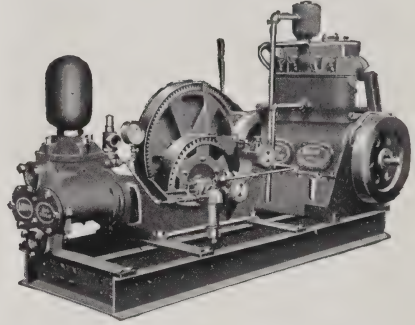
THE GRANITE SPIRES OF CASTLE CRAGS, SHASTA COUNTY

Photo by Gabriel Moulin

Reliable Power—Novo Pumps and Engines



Can be equipped with pump with suction and discharge openings on both sides. Capacities, 14 to 100 gallons per minute. Pressure range, 100 to 500 pounds per square inch. Total heads up to 1150 feet. Horizontal distances up to 20,000 feet. Engine started without load. Cooling water-jacket piped direct from pump so that outfit can be left unattended for long periods.



Double acting duplex pumps are equivalent to four single acting cylinders. Ring type driving gear mounted between pump cranks eliminates shaft stresses. Pressure strokes overlapping provides a continuous flow of water. Valves and valve seats made of phosphor bronze, ground to fit. Engine starts without load on friction clutch. Relief valve automatically protects pump and pipe line from excessive pressure. Capacities from 30 to 60 gallons per minute. Pressure range, 300 to 500 pounds per square inch. Total heads up to 1150 feet. Horizontal distances up to 52,000 feet. These pumps are suitable for any high pressure pumping where large volumes of water are needed.

Novo multiple cylinder engines are thoroughly dependable power plants in every sense. They are the result of long and careful study of heavy requirements for which they are built. They are designed to rest on a flat surface, requiring no legs or supports. Two flywheels insure smooth running. Heavy crank shafts and large bearings with force feed and splash lubrication; cooling water system with radiator and fan. Novo Engines are complete in every respect with carburetor and magneto, and are ready to run the instant they are placed in position.

Novo Engines are economical in first cost and operation; they are compact, easy to operate and long lived. Novo Engines and Outfits keep down upkeep and eliminate time losses due to breakdowns. They combine low operating and repair cost with compact design and simplicity of operation.

OUR SALES ENGINEERS will gladly supply cost and engineering data to power and pump users. Novo equipment includes single and multiple cylinder engines from $1\frac{1}{2}$ to 40 horse-power. Power take-off can be provided with reduction gear for operation of machinery at slower than engine speed. Novo outfits include portable and stationary diaphragm, centrifugal and heavy duty pumps, air compressors, hoists, etc.



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924 MONADNOCK BUILDING, SAN FRANCISCO

California Journal *of* Development

Formerly CALIFORNIA DEVELOPMENT

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VOLUME XIII

AUGUST, 1923

NUMBER 8

CONTENTS

| | | | | | | | | | | | | |
|--|--------------------------|--|---|---|---|---|----|---|---|---|----|---|
| The Railroad Situation | <i>By Charles Dillon</i> | | | | | | - | - | - | - | - | 5 |
| Views at the Don Pedro Dam | - | - | - | - | - | - | - | - | - | - | 6 | |
| The World's Highest Dam | - | - | - | - | - | - | - | - | - | - | 7 | |
| Safeguarding Our Playgrounds | - | - | - | - | - | - | - | - | - | - | 8 | |
| The Cinderellas of the Investment Field | <i>By C. B. Council</i> | | | | | | - | - | - | - | 9 | |
| Pacific Service Manager | - | - | - | - | - | - | - | - | - | - | 10 | |
| Will Seek Approval on Bridge | - | - | - | - | - | - | - | - | - | - | 10 | |
| The State Fair at Sacramento | - | - | - | - | - | - | - | - | - | - | 11 | |
| Notes on Fruit Crops | - | - | - | - | - | - | - | - | - | - | 12 | |
| Water, Wealth, Contentment, Health | - | - | - | - | - | - | - | - | - | - | 13 | |
| EDITORIAL, COMING EVENTS..... | 14 | SACRAMENTO AND NORTHERN CALIFORNIA..... | | | | | 20 | | | | | |
| FIGURES..... | 15 | SAN JOAQUIN VALLEY AND CENTRAL COUNTIES..... | | | | | 21 | | | | | |
| LOS ANGELES AND VICINITY..... | 16 | ORGANIZATION NOTES..... | | | | | 22 | | | | | |
| SAN DIEGO, FROM THE PACIFIC TO THE COLORADO..... | 17 | CALIFORNIA INDUSTRIAL EXPOSITION..... | | | | | 23 | | | | | |
| SAN FRANCISCO AND THE BAY DISTRICT..... | 18 | THE BELL MARBLE QUARRIES..... | | | | | 24 | | | | | |
| OAKLAND AND THE BAY CITIES..... | 19 | A SKETCH OF A. L. RICHMOND..... | | | | | 27 | | | | | |

Published Monthly by the CALIFORNIA DEVELOPMENT ASSOCIATION
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CALIFORNIA JOURNAL of DEVELOPMENT

The Railroad Situation

By CHARLES DILLON

Assistant to the Chairman, Western Railway Presidents' Committee on Public Relations

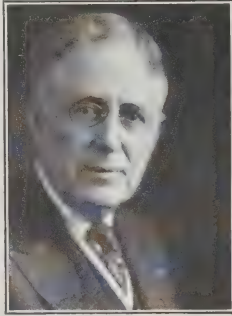
Editor's Note—The present railroad situation is aptly outlined in a recent bulletin published by McDonnell & Company and its salient points are presented herewith as a preface to the article by Charles Dillon

SENATOR BROOKHART of Iowa went to Russia. It is a great pity he didn't take with him Senator La Follette of Wisconsin and Senator Couzens of Michigan, and a few others whose legislative plans and policies for our railroads are certain to create conditions in this country, if successful before Congress, which would make our people believe government ownership unavoidable. Russian railroads under Soviet management ought to provide some illuminating information for the gentlemen I have named. They need it. The Plumb plan of government ownership and employee management is Sovietism, and this is the plan favored by most of the forces supporting Brookhart. It would be a good idea for our people to quit declaring that such things simply cannot come to pass in America. We once said a world war was unthinkable.

Brookhart and La Follette are planning an attack upon railroad valuations next winter, a subject upon which the country needs education. Mention valuations and most persons' minds turn to thoughts of stocks and bonds and Wall Street. They were reared to believe these things.

The valuation of our railroads for rate-making purposes is not based on stocks and bonds. It is based on physical property. The truth of this is easily demonstrable. The Senate Committee on Interstate Commerce developed this fact long ago in the testimony of Commissioner Hall and other members of the Interstate Commerce Commission, under oath.

This is very important to every industry, to every form of business, to every man and woman in America. It sounds dull and dreary, this valuation talk; but don't let that fact keep you from giving it some study, if you value your own interests.



CHARLES DILLON

The railroads are doing a record business this year—the first normal period since 1910. Enormous sums are flowing back into properties, into maintenance, betterments, rolling stock, and the repair of equipment. General resuscitation is well along. The physical condition of transportation is improving, and the values of railroad stocks are growing, despite the price decline. It is proposed to reduce the bad order cars to 5 per cent and the number of locomotives needing heavy repairs to 15 per cent by October. That status is called normal. Really it is ideal, as not yet has it been attained in the history of railroading. But it indicates the efforts of railroad managers to maximize their efficiency.

In 1913, Senator La Follette caused the passage of a law requiring the appraisal of railroad property by the Interstate Commerce Commission, a governmental body representing the public—not the railroads. That law cost the government and the railroads—and, of course, the people paid the bills—more than \$88,000,000. The appraisements are not fully completed, but railroad capitalization is estimated at \$18,000,000,000, the value of transportation properties exceeds \$20,000,000,000 on the basis of pre-war cost, and approaches \$30,000,000,000 on the basis of reproduction cost. The Supreme Court holds that present worth is the proper yardstick for measuring values. Is that not reasonable? Is it not the basis on which you seek income from your property?

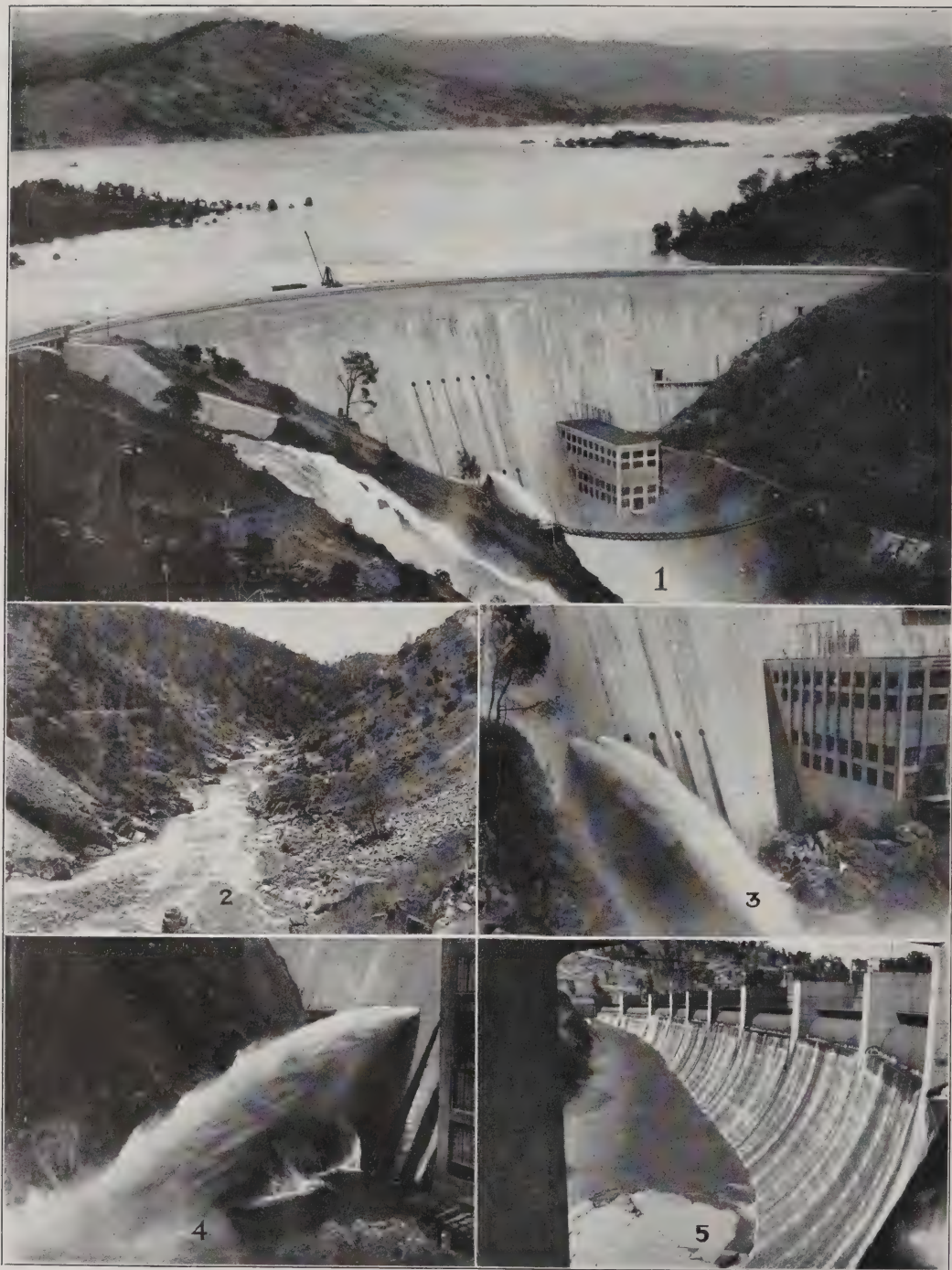
Now, Senator La Follette demands revaluation of the railroads, and a conspicuous dirt farmer Senator advocates the arbitrary fixation of railroad values at something like \$12,000,000,000. It is a strange trait of human nature that, when politically popular, the raisers of pigs and chickens aspire to direct the destinies of the highly specialized business of railroading, and the practical mechanic thinks to dictate the delicate laws which control the country's credits. If Americans would preserve their inheritance, they must confine their activities to that which they understand. Always there is danger of calamity when the novice meddles with that which tries the most able, most experienced specialists. Men do not become omnisciently wise because they are elected to political office.

Follette knows these securities are lower now than they have been for years. He knows, or should know, that the prices fluctuate from day to day.

(Continued on Page 25)

What started it? Senator La Follette and his associates believed that all our railroads were badly overcapitalized. It was he who promoted the Valuation Act in 1913, and it was he who guided it through Congress to its enactment. The railroads opposed that law. La Follette said the work would cost two and one-half million dollars. The commission's engineers have been working since 1914, nearly ten years. The valuation is not yet finished, and already it has cost the government and the railroads more than seventy-five millions!

With what result? La Follette has discovered, to his great disappointment, that while a few roads are overcapitalized, the majority is very much undercapitalized. This has caused the Senator and his friends much chagrin and has sent them scurrying off on a new trail. This time they propose to ask Congress, next winter, to repeal the Transportation Act of 1920, and then to enact a law under which the valuation of the railroads will be based on the prices of securities in Wall Street. La



Views by Staff Photographer

A group of interesting views at the Don Pedro Dam. (1) A birdseye view of Don Pedro showing the impounded lake sixteen miles in length. (2) Looking down the Tuolumne River from Don Pedro. (3) The power house which has a capacity of 20,000 horse-power. (4) The pent-up water spouting through the face of the dam. (5) The spillway showing its nine control gates located at highwater level.

The World's Highest Dam

A TREMENDOUS wall of masonry over 176 feet thick at the base, towering nearly 300 feet from bedrock! Don Pedro is one of the outstanding engineering accomplishments of the past few years and is said to be the world's highest dam.

Situated forty-one miles northeast of Modesto, on the Tuolumne river, the Don Pedro dam impounds 290,000 acre feet of water, which forms a lake sixteen miles in length and covers an area of 3276 acres. It is estimated that during a normal year this lake will fill three times.

This huge dam represents an investment of \$4,576,000 and was built by the Modesto and Turlock Irrigation districts. Don Pedro required less than two years in construction. This remarkable engineering feat was consummated by engineers and employees of the irrigation district. The dam is 284.1 feet high, 1040 feet in length at the top, and 176.6 feet thick at its base. Concrete amounting to 281,552 cubic yards was used in the dam, with an additional use of 15,000 cubic yards for the spillway.

Electrically operated hydraulic gate valves control the tremendous water pressures which pass through the dam and power house. All of the control appliances and valves are located inside the dam structure, which contains an elaborate system of galleries and passageways. The system of catcomb-like passages are connected by means of both spiral and inclined stairways, which permit access from the power house to the various levels inside the great structure with convenient doorways to the outside face of the dam.

The Don Pedro project and the irrigation system of the San Joaquin, of which it is a part, are made possible through the California irrigation laws, which provide for the formation of incorporated irrigation districts with authority to issue bonds for their construction. The bonds issued by the Modesto and Turlock Irrigation districts are secured by over a quarter million acres. This high grade acreage is served by a comprehensive system of canals with reservoirs, including the tremendous volume of water stored at Don Pedro.

It is of more than passing interest to note the attitude of banking houses and investors in regard to the investment value of irrigation district bonds such as those referred to above. This attitude is best reflected through the investment bankers, who act as underwriters in the marketing of this type of security. Using the very conservative figures of a large banking organization, we find that land values before irrigation averaged around \$30 per acre. Dry farming of land was usually devoted to crops of wheat and barley. With unlimited water on the land, the values jump to over \$250 per acre.

The value of the gross annual revenue from land exceeds a rate of four times its bonded indebtedness.

Municipal bonds have been defined as "Any legally authorized bond issued by village, township, city, county, State, or any territorial subdivision of the same, the payment of which must be accomplished through the collection of taxes assessed upon the property embraced in the division or subdivision issuing the bond."

Both principal and interest of California irrigation district bonds are paid by taxes levied against all real property within the district upon an ad

valorem basis under the sovereign power of taxation inherent in the State of California. These taxes are levied and collected by officers of a political subdivision of the State, elected just as other elective officers are elected.

Accordingly the bonds offered and secured by the Modesto and Turlock Irrigation districts are classified as municipal bonds and are accepted as gilt-edge security by savings banks and other investors in the direct ratio of the increased land values and the ability of the agricultural group to pay the principal and interest of the indebtedness incurred. That these bonds find a ready market is an indication of the wealth of the districts and the future possibilities in further farm development.

ACREAGE OF STANISLAUS COUNTY

| | | |
|-----------------------|----------------------|--------------------|
| Total Acreage 928,000 | | |
| | Total Agriculture | Total Irrigated |
| Valley | 349,400 | 221,800 |
| Plains | 137,700 | 17,300 |
| Foothill | 148,700 | 5,200 |
| Total | 635,800 | 244,300 |



A typical California irrigation dam

Safeguarding Our Playgrounds

OUR national parks and national forests, as magnets to attract visitors to California's magnificent out-of-doors, are recognized in the widest sense by the United States Government. Paul G. Redington, district forester of the United States Forest Service, emphasizes the importance of protecting these natural beauty spots from reoccurring fires which cause annual devastation of considerable areas. The following expression from Mr. Redington will prove of interest to woodsmen and lovers of the natural beauty of the State.

First, let us make clear the difference which exists between national forests and national parks. The latter encompass the scenic, geologic and archaeologic gems of our country. The resources within these parks are not for exploitation, but are to remain under the guardianship of the National Government, as the present generation of man inherited them—and this is as it should be. No one would want the waters of the Yosemite disturbed or the timber of the giant forest cut into logs. But water power development and the cutting and merchandising of timber and the utilization of forage are necessary to economic life, and nature has been generous in providing vast areas—not, perhaps, with the outstanding aesthetic, scientific and historic appeal of those within the border of the national parks, but possessing unnumbered streams, meadows, lakes, stretches of timber, mountain peaks and glaciers, all of which can be turned to large public benefit through conservative methods of utilization and enjoyment. These areas are within the national forests—a territory within the United States proper, with an area of 150 million acres. In California, an area of 20 million acres—one-fifth of the total land area of the Golden State and by comparison equal to the area of the State of Maine.

The use of the national forests is not unrestricted, but such restrictions as are drawn around them are simple and admittedly necessary. Twenty years ago 5000 people sojourning for pleasure within our national forests would have been a crowd; today we must figure on an annual hegira of between 1,500,000 and 2,000,000 of people to our parks and forests. Obviously, if each one camped where he wanted to, sanitary and fire and trespass problems would result

which would be detrimental to and in conflict with the public interest. While I prefer myself to go on the assumption that the great majority of Americans are honest and law-abiding citizens, we have to admit that there are still to be found individuals of the *genus homo* who are indifferent in regard to the property of others—who, from ignorance or carelessness, leave their fires and littered-up camps as menaces and eyesores.

So we require on the national forests that everyone going into these mountain areas equip themselves with a camp fire permit—issued free of charge—that

they be as careful of their fire in the woods as they are in their own homes, and that they scrupulously observe the State and local laws regarding sanitation. Public camps are being established annually in greater numbers within our forests, where the hundreds who are looking for just such places can find the needed sanitary equipment, water supplies, camp tables, etc. Campers and visitors are welcome to our mountains, and we find that the great majority of the hundreds of thousands of yearly visitors to California's playgrounds not only offer no objection to the simple restrictions I have mentioned, but agree with forest officers that such are necessary.

You camped by the side of a woody road last summer. The sound of the tumbling waters

of a mountain stream lulled you into a dreamless sleep, and you awoke early and refreshed, built your fire in a proper place, and consumed a hearty breakfast of coffee, bacon, and hot cakes; then your thoughts turned toward the stream teeming with *Salmo Irrideus*—the rainbow trout. When you had lined up your tackle, you cast your eye around and it lit on the smoldering coals of your camp fire, and, with a true appreciation of your obligations to others and your standing as a sportsman, you heaped dirt over the fire and then poured water on it. That day, in pursuing the calling made famous by Izaak Walton, your joy was interrupted by no worries and no regrets. Came to the spot later in the year—another who did all the things which you did *but one*, and the spot on which you camped last summer is drear with its blackened snags, desolated by a fire that was preventable. It therefore behooves you to practice extraordinary care with fire.



Bohemian Grove, Sonoma County

The Cinderellas of the Investment Field

By C. B. COUNCIL, of Council, Moller & Co.

Not so many years ago the term "Western Securities" was as yet unheard. Today the fundamental strength and basic value of Western Securities are recognized in the investment field, and Western Securities reflect the remarkable growth and industrial expansion of the Pacific Coast.

THAT California has attained a place of importance in the eyes of the world is readily conceded. That California, because of its position of vantage in the world of commerce, because of its tremendous resources, both developed and those in the process of development, and last but not least because of the steadiness of its financial barometer, which remains practically unaffected by the various waves of inflation or depression—affords an investment field of great importance is becoming more apparent each day.

Regarded, for a moment, in the light of its investment possibilities and features, California offers practically all that the investor seeks—diversity of investment, security of principal, certainty of yield and constantly increasing opportunity to re-invest at maturity. More than this is the constructive use to which the investor puts his funds in helping to develop the resources of the State so that better living conditions prevail, not only for the few, but for the many. The Collector of Revenue says that California leads, with New York in the vital matter of per capita income, while San Francisco leads all other cities in per capita wealth based on the actual value of property. This wealth is constantly invested and re-invested in the development of California, until Californian securities have come to be among the soundest and most marketable in the financial world. Possibly five types of bonds have come to be regarded as "Western Securities"—land bonds, public utilities, oil bonds, irrigation bonds and real estate bonds. The strength behind these various types of bonds is best indicated in a brief resumé of California's activities.

As the financial center of the West, California shows her strength by her bank resources; the large amount of individual deposits, immense bank clearings, the increasing number of investment banking houses, the expansion of its older investment firms, and the rapidity with which the representation of the larger Eastern houses has been accomplished—all are indications of California's abundant wealth—California's industrial development is amazing, the manufactured products topping the agricultural products by over a billion dollars—and California is usually regarded as an agricultural State. Even so, our industrial development is only just begun. With extensive supplies of raw materials, the best of natural transportation facilities, adequate labor supply and a more than adequate power and fuel supply, our industrial growth is bound to be tremendous. Everyone is familiar with the spectacular development of the oil production of this State and with the stabilization of production, which is being accomplished more rapidly than one might think, another great step in the utilization of California's wealth and resources will have been taken. The demand for fuel oil and for hydro-electric power, which California possesses in great abundance,

keeps pace with increased manufacturing, transportation and civic needs. Thus California's public utilities, oil bonds and real estate bonds reflect an ever increasing strength.

A word should be said about the investment merits of California land, irrigation and reclamation bonds. One of California's major activities is agriculture, and perhaps nowhere in the world are climatic and soil conditions so favorable to crop production of tremendous proportions as in California. With the adoption of irrigation farming methods the productivity of the land is perpetual in a country untroubled by drastic seasonal changes. California ranks first in fruit production. In the Imperial valley where 450,000 acres are under cultivation by irrigation the crop production for 1922 was \$85,050,000—an increase of \$25,000,000 over 1921 in one valley alone. The enthusiasm regarding the investment desirability of California irrigation and reclamation bonds is increasing steadily as investors become familiar with the confidence, inspiring records of crop production, the increasing value of lands, and the strong basic security of a bond which incorporates the principal features of a land bond together with the certainty of tax payments. Being secured by a land valuation that cannot be destroyed, an irrigation bond is just as secure as a municipal bond and the yield is 1 per cent higher. The security enhanced the land by putting water on it and thus making greater production possible.

In the East, the very name California begets instant attention and interest, and as California's activities, its possibilities and its opportunities are understood by an ever broadening prospective citizenship, and that citizenship brings new industries, increased capital and greater buying power to California the problem of colonization will be solved and an ever increasing prosperity will be the logical result.

So far as irrigation district activities of California are concerned, the working out of the greatest good to the greatest number is to be secured through a more concentrated settlement, a more intensive cultivation of those proven and productive districts already bonded and recognized as successfully going concerns. To this end every investment banker can co-operate for the established future of a typical California security—Irrigation Bonds.

There is to be found in California a greatness that is more than mere bigness—a vision, a pioneer spirit that dares great things in an undaunted way—the Hetch-Hetchy project, the great bridge that is to span the Golden Gate—California dreams great things, but she dreams true, and her dreams have a way of becoming sudden and startling realities. What is true of California's activities is essentially true of her investment opportunities which are but a reflection of her enterprise, her progress, her greatness.

PACIFIC SERVICE MANAGER



FRANK A. LEACH, JR.

FRANK A. LEACH, JR., former manager of the East Bay division of the Pacific Gas & Electric Co., and more recently vice-president in charge of public relations and service, has been named vice-president and general manager of the company, to fill the vacancy caused by the death of John A. Britton. The appointment was made at a meeting of the board of directors of the company, held July 12, 1923.

The new general manager of "Pacific Service" is an Oakland man, having resided there since his early youth. He began his early business training on the Oakland Enquirer, a newspaper owned by his father, Frank A. Leach Sr., former superintendent of the San Francisco mint and later director of the mint at Washington, D. C.

He entered the public utility service 25 years ago in the employ of the Oakland Gas, Light & Heat Co., of which the late John A. Britton was president and manager. Upon Mr. Britton's acceptance of the presidency of the California Gas & Electric Corporation, of which the Oakland Gas, Light & Heat Co. was a subsidiary, Mr. Leach was appointed to succeed him as manager of that utility and also the Berkeley Electric Lighting Co. Upon the organization of the Pacific Gas & Electric Co., in 1905, Mr. Leach was made manager of the East Bay division. Three years ago he was called to the head office in San Francisco as vice-president in charge of public relations and service.

The following tribute to his qualities is given by President Wigginton E. Creed:

"Mr. Leach is the logical successor to John A. Britton, who was for so many years in responsible charge of the operations of the company. Mr. Leach has come up through the operating ranks of the company in both gas and electric divisions, with twenty-five years of service to his credit."

Mr. Leach is a member of the San Francisco Engineers' Club, the National Electric Light Association, and the Illuminating Engineering Society. He was elected second vice-president of the Pacific Coast Electrical Association, at the last convention of that organization.

PETROLEUM

Crude oil production continues to make new records, the daily production average being over two million barrels, as compared with approximately a million and a half barrels a year ago, California alone showing an increase of 435,000 barrels per day. Reports indicate that wells are being shut in, and there has been a falling off in new drilling, but the figures do not reflect any great efforts to curtail the output. The oil deluge threatens to inundate the markets; further cuts have been made in Pennsylvania and other Eastern crudes, and the situation is quite unsettled. Gasoline continues weak, despite the growing consumption as the tourist season advances.

WILL SEEK APPROVAL ON BRIDGE

San Francisco and her sister counties will petition the United States War Department to open hearings within the next few months on the proposal to build a bridge across the Golden Gate as the connecting link to Marin county.

Such was the determination of Supervisors from a dozen counties who assembled in San Francisco recently to discuss preliminary plans for the bay span, tentative details of which were recently announced by Joseph Strauss, Chicago bridge engineer, and City Engineer M. M. O'Shaughnessy.

Although the Golden Gate bridge was the principal topic of the session, plans for two other spans across the bay were presented by J. G. Little, civil engineer of San Francisco. Both were on the same location, from the foot of Van Ness avenue to the present ferry landing at Sausalito.

One of the designs advocated by Little is for a combination trestle and tube with a clear ship channel of 1500 feet, or about one-quarter mile between ventilation towers. The other design is for a high steel bridge with three main spans for 1100 feet, or about one-fifth of a mile each, the remainder of the bridge to be of low level spans. In presenting his plans, Little declared that both projects would be cheaper and present less engineering difficulties than the so-called Golden Gate bridge.

E. W. MURPHY, president of Johnson, Carvell & Murphy of Los Angeles, is a newly elected member to the directorate of the California Development Association.

Mr. Murphy was born in Illinois and came to San Francisco in 1899 where he became associated with the Johnson-Locke Mercantile Co. Going to Los Angeles in 1900 he became a partner in his present firm. At different periods, Mr. Murphy has served as a director of the Los Angeles Chamber of Commerce, the Municipal League and the Merchants and Manufacturers' Association. For the past four years he has been a director of the Sixth District Agricultural Association.



E. W. MURPHY

Los Angeles—Lockwood, Greene Company, Chicago engineers, are preparing plans for a \$6,000,000 knitting mill to be erected on a seven-acre site for Theim Bros. Company of Fort Wayne, Indiana. The first unit will cost \$800,000, and will be erected at once according to the Los Angeles Chamber of Commerce.

Huntington Beach—California-Pacific Textile, Inc., is planning a large cotton mill for the manufacture of auto tires, cord, fabrics and similar products. W. A. Golden, formerly of Providence, R. I., is president.

The State Fair at Sacramento

By ROBERT C. SMITH

CALIFORNIA'S many, vast and varied industries will be grouped and shown in all their greatness at the California State Fair, September 1-9, at Sacramento.

It is the annual exposition of this State's highest development and prosperity. It is a synopsis of the material wealth of California.

Ever since its inception this fair has been conducted for the benefit and advancement of the State as a whole and not for the advantage of any particular locality or industry.

It has also kept pace with California's development and prosperity, and as an institution it belongs to the people of California, contributing in untold measure to the upbuilding of the State's industries. Every year it has afforded profitable pleasure and instruction to the thousands that pass through its gates.

Many advertising campaigns have been conducted in various sections to "Know Your Own State," but no greater opportunity has ever been offered the citizens of the "Golden State" and the Pacific Coast to become acquainted with the wonderful progress made in the development of our natural resources than a visit to the Sixty-ninth California State Fair, in preparation of which the board of directors are devoting their time and energy, so that this fair will be "Bigger and Better" than any of its predecessors.

The Agricultural, Horticultural, and Livestock departments are the most important, as these three fields represent the foundation of prosperity, and California, being particularly blessed by nature in the requisites necessary for their production, is able to concentrate at the State fair the most wonderful exhibition of grains, fruits, vegetables, horses, cattle, sheep, swine, goats, poultry and other products that

for variety can not be duplicated and for quality can not be bettered anywhere, the viewing of which is an education in itself equivalent to months of reading and studying.

The Educational Department, although only a few years old, ranks today as one of major importance. Its growth has been phenomenal, due

in a great measure to the united support of the educators and pupils of the various schools and colleges throughout the State.

The California State Fair is an educational fair and is the show window of the farmer, dairyman, miner, merchant, manufacturer, and school and State departments. Here is exhibited the best in all lines for visitors to study and compare, in addition to which entertainments and amusements of the highest class will be provided. There will be something doing all the time.

Preparations at the fair grounds are now under

(Continued on Page 28)



Agricultural Building, State Fair Grounds, Sacramento. (Inset) Major Highland, the 5-gaited Kentucky Bred Stallion, owned by Rome C. Jacks.



High bred stock to be shown at the State Fair. The Percheron stallion comes from the San Luis Obispo Polytechnic School.

Notes on Fruit Crops

THE Agricultural Statistician of the California Crop Reporting Service summarizes conditions of fruit crops as follows:

With the advance of the season the general trend is for larger crops of fruit than reported a month ago. Climatic conditions have not been entirely favorable to all fruits. The cool weather was almost ideal for the apple crop, while for grapes it promoted the spread of mildew.

Apples—The favorable weather for apples during June has resulted in an increase of six points in condition over last month's report, now being placed at 82 per cent of a normal, compared to a 10-year average of 77. The production is forecasted at 6,977,000 bushels (boxes), compared to a crop in 1922 of 7,656,000 bushels (December estimate).

Peaches—The present forecast of production is slightly above that reported last month, being now figured at 393,000 tons, which is estimated to be about 92 per cent of a normal crop. In 1922 there was a crop of 420,000 tons produced.

Pears—Present information indicates that the pear crop was not so seriously affected by "drop" as reported a month ago. The condition is 80 per cent of a normal, compared to 75 per cent last month and a 10-year average of 77. The forecast of production would indicate about 112,000 tons, against 125,000 tons last year.

Apricots—With the important districts now reporting a normal and better than normal outlook the present condition is estimated to be 162 per cent, compared to 59 at this date last year and a 10-year average of 67. The forecast of production would indicate about 210,000 tons, against 120,000 tons last year.

Cherries—This year's crop of cherries turned out somewhat better than expected and is now estimated to be about 81 per cent of a normal production and will amount to approximately 14,500 tons.

Prunes—The prune crop promises to be slightly better than heretofore reported. The condition is 63 per cent of a normal, compared to 76 per cent at this date last year and a 10-year average of 77. If present prospects continue the production of prunes will be approximately 80,000 tons.

Plums—Reports indicate no change in the condition of the plum crop, which was estimated to be 97 per cent of a normal last month, compared to 79 last year and a four-year average of 74.

Olives—While last month's report indicated a very favorable outlook due to the heavy blossoming, the present condition is only 75 per cent of a normal, compared to 91 per cent a month ago. This is due to a poor set in southern California. However, in the Sacramento and San Joaquin valleys prospects are much better.

Figs—The condition of the fig crop is estimated to be 92 per cent of a normal, compared to 91 at this date last year and a six-year average of 95.

Lemons—Prospects for a lemon crop continue to be as favorable as reported a month ago, when

the condition was estimated to be 88 per cent of a normal. This compares with 56 per cent at this date last year and a 10-year average of 80.

Oranges—But little change is reported in the condition of the orange crop, being now only one point lower than last month's report, which was 93 per cent of a normal. In Tulare county both the Valencia and Navel crops promise to be good, while the Valencia crop in Los Angeles and Orange counties is not as good as originally estimated.

Grapes—Abnormally cool weather recently promoted the development of mildew, causing some loss in the leading grape districts. However, the recent hot weather has checked the disease to a great extent and the damage will be somewhat less than early reports indicated. The condition of all grapes is estimated to be 96 per cent of a normal, compared with what was believed to be a slightly better than normal outlook last month. Last year's raisin crop was equivalent to 880,000 tons of fresh grapes, which added to the estimated production of table and wine grapes and the tonnage left on the vines gives a total crop of 1,660,000 tons on a fresh basis. A forecast of this year's crop on a fresh basis under conditions as of July 1 indicates a production of 1,743,000 tons. The probable increase in production is due primarily to new bearing acreage. A raisin crop of 250,000 tons would leave approximately 743,000 tons of fresh grapes to find a market within and without the State.

Almonds—Growers are becoming more optimistic as the season advances as to this year's crop, which is now estimated to be 77 per cent of a normal, compared to 75 last month and a 10-year average of 70 on July 1.

Walnuts—Prospects continue to be very favorable. The present condition is 90 per cent of a normal, compared to 85 per cent last year at this date and a 10-year average of 84. This good crop is quite uniformly distributed throughout the principal walnut producing counties; however, in Ventura county the outlook is exceedingly good.

FRUITS EXPORTED UNDER REFRIGERATION

Twelve carloads of deciduous California fruits were shipped from San Francisco last month for England, aboard the motorship "Lochgoil," which has been especially equipped with a new refrigeration system designed to keep the fruit in a perfect state of preservation. Most of the fruit was grown in Merced, Sutter and Placer counties.

By the refrigeration system installed in the motorship a temperature of 34 degrees will be maintained aboard the vessel. Growers expressed the belief that if the experiment proves a success a hitherto undeveloped market will be found for California products. The motorship is expected to arrive in England within thirty days. It will travel through the Panama Canal.

Water, Wealth, Contentment, Health

FARMING, it is said, is a "mode of life." If this is so, then the real test of a farming section is to be found in the home building of its people. Applying this test, as a preliminary, to the Modesto district, one soon finds full justification for all the time, thought, energy, and money spent in its water development. For the outstanding feature, which first strikes the investigator, is that the district is essentially a home district. Pretty bungalows and tidy dwellings, lawns, vine-covered porches, roses and old-fashioned flowers, shade trees, and well-kept grounds are strong testimonials that a home-loving people are settling in this community. This is perhaps the first and most outstanding feature. The small size of the holdings brings the houses rather close together, and a drive in any direction in the most fully settled sections unfolds a succession of pretty homes and a general spirit of contentment. Modesto has for its slogan, "Water, Wealth, Contentment, Health." Perhaps these words posted at the depot where all comers may read may have a psychologic effect on the community, but we are inclined to believe that the slogan is an outcome of conditions rather than conditions the result of the neatly turned phrase.

In a community of varied interests, the drawing of a mental picture rests largely with the individual. Certain features strike one observer more forcibly than do others; the next observer has his attention caught by something entirely different. To the one to whom irrigation is a new thing, the appearance of the land prepared or being prepared for irrigation, with the attendant canals, ditches, submerged siphons under the roads, level checks, and scraped up borders will make a marked impression. The next visitor, not used to the wide divergence in farming practices, will have his attention caught by the ever varying types of agriculture represented. Specialized farming vies with diversified, intensive, and extensive. That this is so may be better understood when one realizes that the district is still far from its maximum development. So one finds an intermingling of farms and of industries. Industries which include the manufacture of condensed and evaporated milk, cheese, butter, etc. Extensive crops of peach, fig, prune, grape, and olive are found. Barley and wheat for grain and hay production; field crops of alfalfa, Egyptian corn (a non-saccharine sorghum), beans, rice, peas, and melon are also found. Dairying to a marked extent is carried on as also hog production, commercial poultry and eggs, honey production, some truck, and a small miscellaneous group.

The kinds, types, and numbers of farm buildings attract notice. They are mostly substantial, well-built and homelike.

Today it would be hard to find a more prosperous, bustling, progressive town than Modesto. Its population is nearing twenty thousand, its streets are paved, its business blocks are modern structures of stone and concrete. With splendid grammar and high schools, fine library, modern hotels and banks, numerous mercantile and indus-

trial establishments, garages, newspapers, a complete municipal water system, sewerage system, and full electric light and power equipment, Modesto gives a truly urban impression with the advantages of a modern city adjacent to a beautiful countryside.

Modesto is essentially a "home" town. Civic pride is reflected in its flowers, its tree-lined streets, its parks, its school system. Home pride shows in its neat, well kept, and oftentimes pretentious homes.

MODESTO IRRIGATION DISTRICT

Crop Acreage, Season of 1923

| Crop | Acreage Irrigated | Percentage |
|--------------------------|-------------------|------------|
| Alfalfa | 18,404 | 29.8 |
| Trees | 10,752 | 17.4 |
| Vines | 11,191 | 18.1 |
| Beans | 7,310 | 11.9 |
| Corn | 1,500 | 2.43 |
| Grain | 10,740 | 17.4 |
| Rice | 346 | .6 |
| Peas | 628 | 1.02 |
| Tomatoes and melons..... | 389 | .63 |
| Truck gardening..... | 436 | .71 |
| Miscellaneous | 74 | .01 |
| Total acreage | 61,770 | 100. |

In addition to the above 1899 acres of beans and 576 acres of corn are "second cropped." Grain is "dry farmed" on 8531 acres.



Modesto is a popular gateway to the Yosemite



EDITORIAL



THE BANKER AND THE FARMER

ACCORDING to the Illinois Bankers' Association, the American farmer is suffering from too much credit, instead of a lack of credit. Bankers permitted farmers to exceed the normal line of operating credit during the inflated period, and now the farmer has no means of meeting the debts he already has contracted.

"A banker should not extend more credit to a farmer than he would to a merchant or manufacturer. In so doing he is doing the farmer an injustice rather than a kindness.

"A campaign of education should be carried on between the banker and the farmer, that they both may become better acquainted with the business of each other and that the farmer may understand the difference between a capital loan and an operating loan.

"The banker should insist on having a financial statement on a farmer customer at least once a year, and oftener should the necessity require. We find that the matter of financial statements has revealed to the farmer his real condition and in many ways has been the means of changing his methods of doing business."

SAFEGUARDING BOND BUYERS

CALIFORNIA newspapers have recently given widespread publicity to an as yet undetermined number of forged and fraudulently issued bonds of Colusa County Reclamation District No. 1004.

It is unfortunate that the newspaper readers were not more fully advised by the newspapers, as no individual investor suffered on account of such dishonesty on the part of the two men who evidently set out to get some "easy money."

These men were not bond dealers, were not associated or even affiliated with any bond house or investment banking institution. Inquiries were received from various parts of the State concerning these bonds, and the bond houses invariably advised their clients that no bonds of Reclamation District No. 1004 had ever passed the scrutiny of an established bond house, and that under the circumstances it was just as important to make a careful investigation into the physical and legal features of bonds as it is important to have title searched before buying a piece of real estate.

Undoubtedly, no individual investor lost any money through the fraudulent sale of these bonds, but it is an interesting situation and one which can be taken as a good lesson—that it pays to deal with responsible bond houses who make it their business to safeguard the interests of their clients and who would be responsible if they sold a forged bond.

TAXES FOR ADVERTISING

A PROGRESSIVE community of the State is considering the levying of a tax for advertising purposes, instead of the chamber of commerce carrying the expense. Every property owner benefits by properly directed advertising, and there seems to be no good reason why the entire bill should be paid by a few public-spirited citizens.

OIL GEOLOGISTS TO MEET

Los Angeles will be the meeting ground from September 20 to 22 for the American Association of Petroleum Geologists, when papers on all the California fields will be presented, both from within and without the association.

COMING EVENTS

- Stanislaus County Fair—Modesto, August 18-23.
- Santa Clara County Fair—San Jose, August 11-19.
- Petaluma Egg Fair—Petaluma, August 22-26.
- San Joaquin County Fair—Stockton, August 23-29.
- Yacht Regatta—Pacific Interclub Yacht Association, San Francisco, August 25 to September 3.
- Pony Express—St. Joseph, Mo., to San Francisco, August 27-September 9.
- California State Fair—September 1-8.
- Lake County Fair—Lakeport, September 12-16.
- Colusa County Fair—Colusa, September 12-16.
- Kings County Fair—Hanford, September 17-22.
- American Association for the Advancement of Science—Meeting of 17 Affiliated Bodies, September 17-19.
- Lassen County Fair—Susanville, September 17-22.
- Glenn County Fair—Willows, September 17-22.
- Merced County Fair—Merced, September 19-22.
- Trinity County Fair—Weaverville, September 20-22.
- American Association of Petroleum Geologists—Los Angeles, September 20-22.
- Fresno County Fair—Fresno, September 24-26.
- Shasta County Fair—Redding, September 27-29.
- Tehama County Fair—Red Bluff, October 1-8.
- San Francisco Livestock Exposition—San Francisco, October 1-21.
- American Institute of Electrical Engineers—Pacific Coast Convention, Del Monte, October 2-5.
- Ventura County Fair—Ventura, October 3-7.
- Southern California Fair—Riverside, October 9-14.
- American Legion Convention—San Francisco, October 15-19.
- Los Angeles County Fair—Pomona, October 16-20.
- Pacific Slope Dairy Show—Oakland, October 29-November 3.

FIGURES

BANK CLEARINGS AND BUILDING PERMITS FOR MONTH OF JUNE, 1923

| | Bank Clearings | | Building Permits | |
|----------------------|----------------|---------------|------------------|--------------|
| | 1923 | 1922 | 1923 | 1922 |
| San Francisco | \$669,800,000 | \$593,300,000 | \$ 4,213,346 | \$ 3,336,701 |
| Los Angeles | 593,781,000 | 433,837,000 | 15,074,446 | 10,652,265 |
| Oakland | 67,891,555 | 56,250,243 | 2,650,946 | 3,318,085 |
| Sacramento | 28,436,317 | 25,070,042 | 990,480 | 753,914 |
| Fresno | 16,032,926 | 15,527,697 | 242,306 | 433,195 |
| Long Beach | 36,747,438 | 19,191,046 | 3,422,324 | 1,123,049 |
| San Diego | 43,087,909 | 14,471,821 | 1,400,194 | 1,010,362 |
| San Jose | 9,613,934 | 8,739,594 | 301,550 | 215,150 |
| Pasadena | 21,791,758 | 17,154,590 | 1,265,854 | 900,092 |
| Stockton | 10,929,200 | 10,059,800 | 269,560 | 221,060 |
| San Bernardino | 7,720,505 | 6,684,904 | 202,725 | 172,725 |
| Bakersfield | 4,347,717 | 4,285,452 | 97,399 | 115,673 |
| Riverside | 3,030,632 | 2,525,369 | 119,574 | 118,385 |
| Modesto | 3,049,608 | 2,816,539 | 262,215 | 109,201 |
| Santa Rosa | 2,288,983 | 1,911,727 | 160,150 | 144,441 |
| Whittier | 3,054,749 | 1,723,676 | 475,472 | 126,130 |

PRICES ARE STABILIZING

Commodity prices continue to find a stabilizing level as shown by Dun's index numbers, which follow:

| | | | | |
|-----------|-----------|----------|-----------|-----------|
| July, '23 | June, '23 | May, '23 | July, '22 | July, '14 |
| \$188 | \$191 | \$192 | \$173 | \$119 |

FREIGHT CAR LOADINGS

The nation's freight car loadings continue to show an unprecedented figure for this time of the year, exceeding one million cars per week. Despite the heavy traffic there is no car shortage, which speaks volumes for the efficiency of the present transportation structure of the country. For the year to date, car loadings have exceeded last year by 4,000,000.

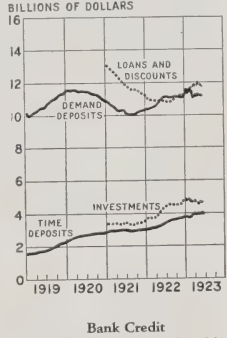
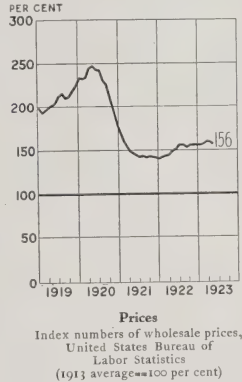
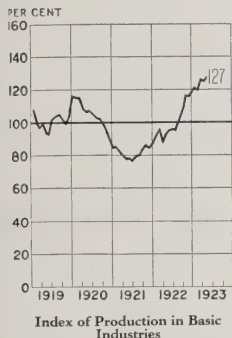
CALIFORNIA'S LUXURY CROP

In contrast with the small records made by California in production of the great staple food products of the country is the achievement of the State in special food commodities for which our natural conditions are particularly suitable. We have not the data to reduce them all to millions of dollars which the producer gets from each of them, but still the proportional production of our State, as compared with that of the whole country, is readily discernible, as follows:

| | U. S. | Outside Calif. |
|-------------------|-------------|----------------|
| Apricots, tons... | 175,000 | ** |
| Figs, tons..... | 12,000 | ** |
| Grapes, tons..... | 1,027,822 | 230,598 |
| Olives, tons..... | 8,800 | ** |
| Lemons, boxes.. | 4,955,000 | ** |
| Oranges, boxes.. | 21,600,000 | 8,100,000 |
| Peaches, bushels. | 15,969,073 | 34,717,009 |
| Pears, bushels... | 3,952,923 | 10,251,342 |
| Plums and | | |
| prunes, bushels. | 13,200,805 | 5,883,137 |
| Cantaloupes, car- | | |
| loads | 15,627 | 14,987 |
| Almonds, value.. | \$2,320,000 | ** |
| Walnuts, value.. | \$9,720,000 | ** |

** Only commercially grown in California.

These particular products return to producers about \$375,000,000 annually. —Pacific Rural Press.



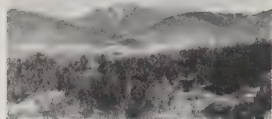
Commodity Prices

| | July, 1923 | July, 1922 | July, 1914 |
|---------------------------------|------------|------------|------------|
| Beef, dressed, Chicago | \$16.50 | \$14.50 | \$13.50 |
| Hides, packer, No. 1, cwt..... | 14.00 | 17.00 | 16.00 |
| Butter, extra, cwt..... | 38.50 | 38.50 | 27.50 |
| Rice, fancy, cwt..... | 7.50 | 7.25 | 6.50 |
| Sugar, gran., cwt..... | 9.25 | 6.20 | 4.30 |
| Lead, cwt..... | 6.35 | 5.75 | 3.90 |
| Iron, No. 2, Phila., ton..... | 29.76 | 27.82 | 15.00 |
| Silver, oz..... | .63 | .71 3/8 | .56 |
| Tin, cwt..... | 37.75 | 31.00 | 31.12 1/2 |
| Steel billets, Pitts., ton..... | 42.50 | 35.00 | 19.00 |
| Copper, cwt..... | 14.50 | 13.75 | 13.55 |

CONSTRUCTION MATERIAL COSTS

| | N. Y. June 1914 | N. Y. Chgo. January 1921 | S. F. | N. Y. Chgo. January 1922 | S. F. | N. Y. Chgo. January 1923 | S. F. | N. Y. Chgo. July 1923 | S. F. | | | | |
|--|-----------------------|-----------------------------------|---------|-----------------------------------|---------|-----------------------------------|---------|--------------------------------|---------|---------|---------|---------|---------|
| Structural shapes, 100 lb. | \$ 1.41 | \$ 3.58 | \$ 3.58 | \$ 4.70 | \$ 2.63 | \$ 2.63 | \$ 3.10 | \$ 3.14 | \$ 3.02 | \$ 3.25 | \$ 3.64 | \$ 3.40 | \$ 3.95 |
| Structural rivets, 100 lb. | 1.81 | 5.08 | 5.08 | 7.05 | 3.50 | 3.43 | 4.50 | 3.85 | 3.75 | 4.75 | 4.40 | 3.75 | 5.00 |
| Cast iron pipe 6" and over, ton | 20.50 | 63.30 | 64.10 | 87.65 | 48.00 | 42.00 | 50.00 | 55.50 | 51.20 | 55.00 | 62.30 | 60.20 | 62.00 |
| Cement without bags, bbl. | 1.18 | 3.10 | 2.17 | 3.09 | 2.25 | 1.97 | 2.73 | 2.70 | 2.05 | 2.71 | 2.75 | 2.20 | 2.71 |
| Gravel, 3/4", cu. yd. | 1.15 | 3.00 | 2.75 | 2.50 | 1.75 | 2.00 | 2.25 | 2.00 | 2.25 | 2.15 | 2.25 | 2.00 | 2.15 |
| Pine, 3x12 to 12x12 and under, M ft. | 41.00 | 50.00 | 55.00 | 28.00 | 49.00 | 44.00 | 32.00 | 59.00 | 52.00 | 35.00 | 59.00 | 58.50 | 41.00 |
| Lime, com., lump, bbl. | .97 | 3.30 | 1.65 | 2.25 | 3.00 | 1.40 | 1.75 | 3.00 | 1.40 | 1.75 | 3.25* | 1.50** | 1.75** |
| Common brick, delivered, 1000 | 5.90 | 27.70 | 15.00 | 18.00 | 20.40 | 11.00 | 15.50 | 23.50 | 11.00 | 15.50 | 23.50 | 11.00 | 15.00 |
| Hollow partition tile, 4x12x12, per block. | .048 | .244 | .108 | .145 | .111 | .065 | .108 | .123 | .067 | .108 | .1573 | .0724 | .108 |
| Linseed oil, raw, 5 bbl. lots, gal. | .54 | .73 | .85 | .79 | .79 | .84 | .89 | .93 | .98 | 1.04 | 1.13 | 1.28 | 1.22 |
| Common labor, hour. | .25 | .80 | 1.00 | .81 1/4 | .60 | .72 1/2 | .62 1/2 | .60 | .72 1/2 | .56 1/4 | .75 | .82 1/2 | .55 |

* Per 250-lb. bbl. ** Per 180-lb. bbl.



Los Angeles and Vicinity



Manufacturing in Los Angeles

Editor's Note—The following survey was prepared by the Publicity Department of the Los Angeles Chamber of Commerce.

BUILDING in Los Angeles is one of the seventh wonders of the world or rather the fourth wonder, inasmuch as it is the city next to New York, Chicago and Philadelphia which is building the greatest number of new industrial structures and residences.

Seven factories in a single month went into the new building records. This figure shows the way the wind blows in manufacturing Los Angeles. Also there were twenty-one new industrial permits applied for, seventeen mercantile and fourteen warehouses, one wharf and twenty-one new industrial plants.

The newcomers are coming today in greater volume than ever. They are arriving from every section of the United States—from all quarters of the globe. They are coming by train and ocean steamships at the rate of thousands per day. They are reaching southern California by automobile at the rate of several thousands a week.

Out of the half million that have reached southern California in this five months' period, more than 90,000 have come to stay—the larger percentage of them in Los Angeles.

It is conservatively estimated that the remaining five months of 1923 will show even a greater influx of tourists—likely as great a number as the whole of last year. This belief is strengthened by the knowledge that there is in process a great inpouring of industrial plants and commercial enterprises that call for large numbers of workers. This also holds true of a number of the smaller cities in southern California.

The latest report of annual production made by the Industrial Department of the Chamber of Commerce indicates that in 1922 the metropolitan area of the city, covering 831,605 acres, produced in manufactures, \$959,806,503. The weekly payroll amounted to \$5,325,234 and the invested capital, \$685,184,997.

Only a few years ago Los Angeles was unknown as a producing center, being hailed principally as the nation's playground. Today the city looms as one of the country's outstanding producing centers, standing eighth among all manufacturing districts of the United States.

With but few factories a decade ago, today the plants in the Los Angeles metropolitan area number over 4200 and employ more than 150,000 persons. The motion picture producers have a yearly production valued at excess of \$150,000,-

000, with a weekly payroll of more than \$1,000,000; the annual output of petroleum refineries exceeds \$135,000,000; with a weekly payroll of \$595,591. The output of local meat packers exceeds \$56,000,000 per year; various food products add approximately \$150,000,000; manufacturers of motor trucks and automotive accessories account for \$18,000,000 each year; printing and publishing plants contribute \$42,000,000; the annual output of the planing mills exceeds \$55,000,000 and wearing apparel manufactured each year aggregates nearly \$40,000,000.

Los Angeles secures its new industries by direct appeal to those eastern groups that have a particularly good opportunity to obtain maximum results here. Last year the Chamber of Commerce was responsible for bringing 600 new plants into the Los Angeles metropolitan districts, and about \$15,000,000 was expended on new factory buildings.

What amazing changes, development, progress, a single city can make in a single decade! What a constructive program a chamber of commerce, a group of loyal and earnest citizens bent upon building a great metropolis of unbounded opportunities have accomplished in short order. For not a decade ago Los Angeles was known in the "smaller cities" class.

Los Angeles—A road building program, calling for the expenditure of nearly \$1,000,000 in the next year, has been announced by the Los Angeles county Board of Supervisors. Work on the projects is to be begun within the next two months.



Aerial view, Los Angeles Harbor

THE ROMANCE OF MONTEREY



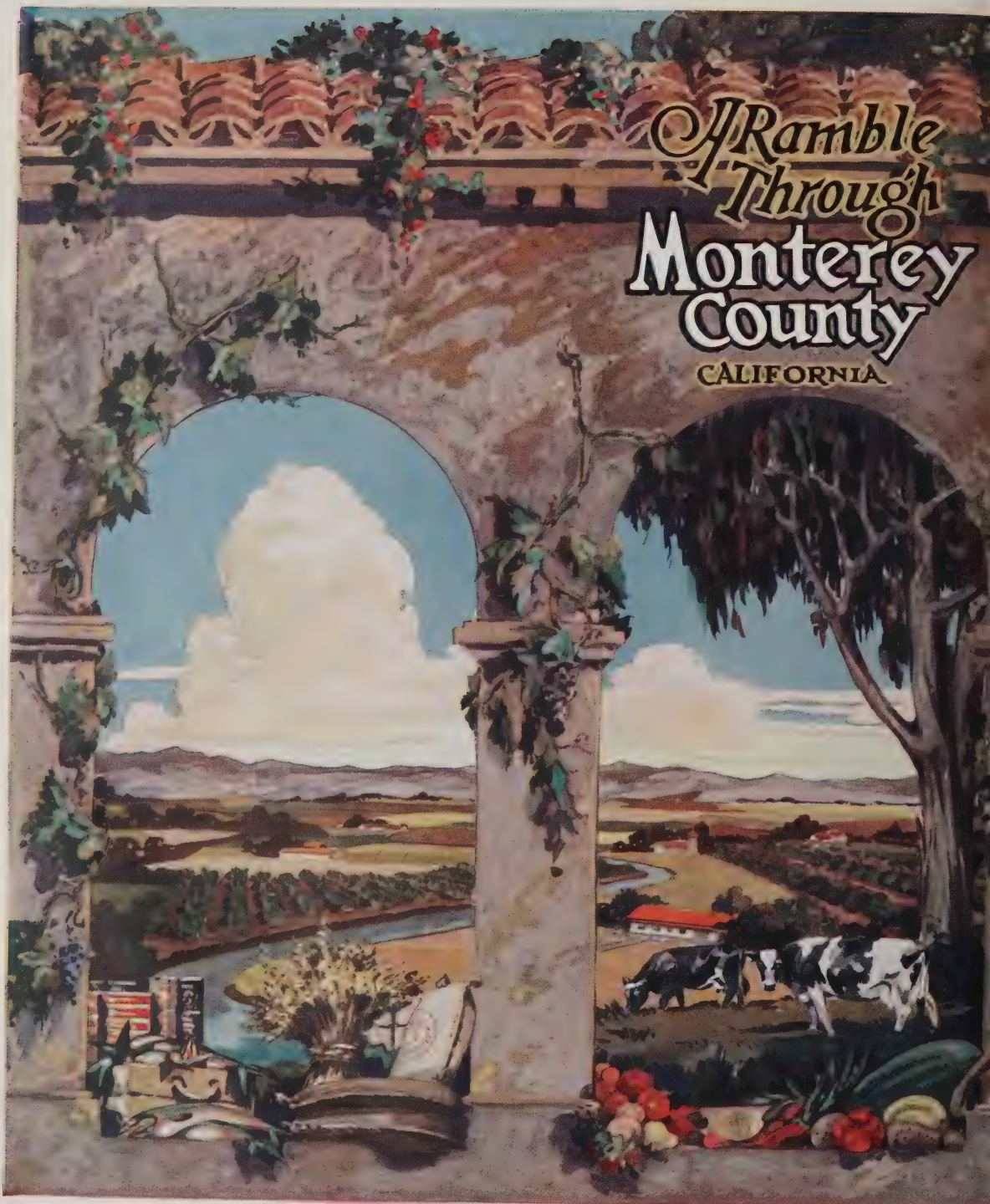
THE MONTEREY PENINSULA, the rugged promontory jutting out into the Pacific Ocean, is washed on one side by Monterey Bay. On the other side, over a tree-mantled hill to the south, is Carmel Bay. On each body of water is a bloom like the bloom of the wild grape.

At one end of Carmel Bay is Pebble Beach, with its country homes, its artistic bungalows, its miles of splendid boulevards. Four miles below the other end of the Bay is Carmel Highlands, rapidly growing into a popular residential and tourist spot. Here the coast line becomes rugged. The mountains come down to bathe their knees in the sea. Here the green dragons of the Pacific gnash their teeth against granite headlands. Here is a scenic highway that for grandeur outvies the famous Table Mountain road twisting among the peaks above Cape Town, a highway that will one day be better known in the four quarters of the world than the Riviera is now.

On this peninsula are cities, towns, communities and colonies worth visiting and knowing intimately. One of these cities was once the capital of an imperial province of Spain. Later it was capital of a province of the Republic of Mexico. Still later a third flag fluttered above the ramparts of its Presidio—the flag of the United States. This city that has known allegiance to three countries is on the tip of the peninsula on the bay that bears its name—Monterey. This city is the cradle of California's history. Here is found the San Carlos Mission, founded by Father Serra. Here is also the first theater ever built in California, the adobe house in which Robert Louis Stevenson lived and wrote some of his best-known romances, amidst quaint old homes of the ancient Spanish regime with modern stores and houses.

Here, also, on the peninsula, is Pacific Grove, with its beautiful homes, its gardens, and its marine treasures. Four miles away is Carmel-by-the-Sea, nationally known as an artists' colony. Here are artists, writers, poets, dramatists and scientists who make play out of work. Here is the Forest Theater, one of the first outdoor theaters in America and known the world over for the excellence of its productions.

It is the business of the Monterey Peninsula Incorporated to make this historic section of California better known. Its office in Monterey is in one of the historic adobes—the old Pacific Building, Scott and Franklin Streets, where everyone is cordially received and furnished with comprehensive information of the Monterey Peninsula.



A New Booklet Boosting Monterey County, California

It's a long jump from golf to gooseberries—from Methusalistic cypress to cheese—from dahlias to dairies, and from polo to potatoes, yet that is what was demanded in the making of the booklet "A Ramble Through Monterey County, California."

The cover of this booklet is repro-

duced (open and flat) above and was so designed as to be one harmonious whole when opened out or when folded into its finished size, each cover, front, back and inside would be a finished unit by itself. The cover is not only a beautiful specimen of color painting and color printing, but it shows the possibilities

of holding together many unrelated interests in one artistic picture.

The reading matter inside this cover was plentifully supplied with half-to-illustrations of the many points of interest throughout the county. The copy is convincing in its sincerity and refreshing because of its chatty style.



Plates by Commercial Art Co., Inc., San Francisco

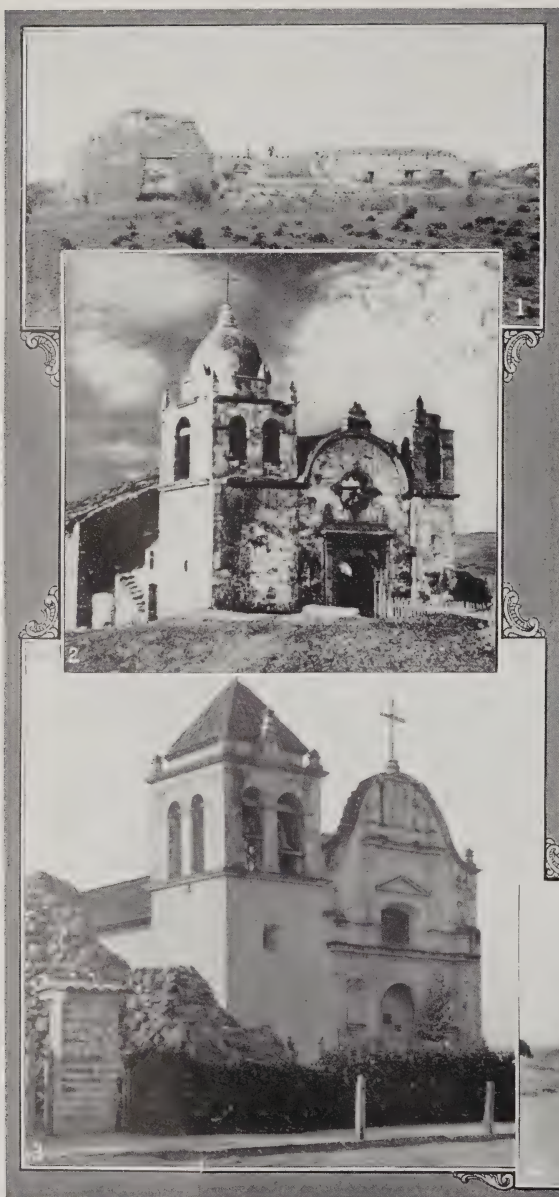
was completely created by the Schwabacher-Frey Stationery Co., of San Francisco. Members of the organization toured the county, gathered data and photographs, wrote the copy, produced the art work and printed the final result. It is a fine example of how a printing house can furnish a complete service to buyers of stationers' ink.

Suggestions prior to the printing of the job are wanted and eagerly accepted when given in the right way. Schwabacher-Frey, with their ideas of furnishing Complete Service to their customers, are doing a service to all concerned in the transaction. Their ideas are not forced upon the buyer, but they are there for those who want printing but who are hazy as to how

they want it and what they want it to do and say.

The four-color plates of this booklet were etched by the Commercial Art Co., Inc., of San Francisco. Extra large cameras purchased for the big work needed for the Panama-Pacific Exposition enable this company to execute larger size plates than many engravers are equipped to handle.

A Playground and a Workshop



MONTEREY COUNTY has been described as containing a thousand and one surprises, a community where at every turn a new surprise awaits; a valley where knickerbockered sportsmen rub elbows with working men; a playground and a work shop; a land of abundance.

A country, whose seascapes and marine views and coast line are renowned the world over—proud of its justly famous Monterey Peninsula. It is vain of its history, steeped in romance, landmarked by the outposts of the early civilization. It is the mecca of thousands of tourists who go away filled with the wonder of this panorama that unrolls itself with all the color and romance and beauty of the fabled tales of the Arabian Nights. In a phrase, the Monterey Peninsula put the "Story" into California history.

On this Peninsula you will find the old and new towns of Monterey—the first capital of California—Pacific Grove, Carmel-by-the-Sea, the Highlands, Carmel Valley and Corral de Tierra. In Monterey you will find the San Carlos Mission and near Carmel-by-the-Sea is the famous Carmel Mission, where the remains of Father Serra are sepulchured. These are two of the oldest missions in California. Carmel-by-the-Sea is famous as an art, literary and dramatic colony. Its Forest Theater is known in all quarters of the world. Monterey also has been the home of writers and artists. Robert Louis Stevenson lived here almost half a century ago.



MONTEREY PENINSULA INC. OF CALIFORNIA

Headquarters, Old Pacific Building, Scott and Main Sts., Monterey, Calif.

CARMEL - PACIFIC GROVE - MONTEREY

ALLEN GRIFFIN, *President*
E. COOKE SMITH, *Vice-President*
RAY DE YOE, *Treasurer*

TELEPHONE 52

JOHN N. HILLIARD, *Manager*
A. C. JOCHMUS, *Secretary*



San Diego

from the Pacific to the
Colorado



AN ALL-YEAR VACATION GROUND

SAN DIEGO as an all-year vacation ground has many attractions for the sight-seer, sportsman and motorist. Balboa Park, located in the center of San Diego, has an area of 1400 acres and contains a fine museum and also the magnificent outdoor organ presented to the city by John D. and A. B. Spreckels. Fashionable Coronado with its world-famous hostelry is a mecca for devotees of *dolce far niente*. The San Diego mountains are year-round lure for all who feel the irresistible charm of lake and forest. Beautiful Cuyamaca Lake reflects on its three-mile stretch of water a virgin forest of pine, cedar and mountain oak, and included in San Diego's attractions is Palomar Mountain, a lofty pine-clad range towering a mile above sea level commanding wonderful vistas of mountain, valley and sea.

San Diego—The City Park Commission is preparing to call for bids for the construction of a fine arts building to cost \$250,000, the gift of Mr. and Mrs. A. S. Bridges.

INCREASED RAIL FACILITIES

CONSTRUCTION of two major shop units, costing nearly \$1,500,000, including their equipment, will begin in San Bernardino early in September, it was announced recently by Santa Fe railway officials.

The 1923 extension program is the greatest in the history of the shops in San Bernardino. It was stated by officials that the enormous transcontinental growth in both passenger and freight traffic made larger mechanical facilities in the West imperative. All repair work on the Santa Fe's lines west of Albuquerque, N. M., will be assigned to the San Bernardino shops.

Ontario—The Chamber of Commerce has signed a contract with the Ontario Motor Products Company, assuring the establishment of a new factory here. The company manufactures automobile specialties and is at present located in El Paso, Texas, and has about \$50,000 equipment and machinery which will be moved to Ontario. The new site is on the Southern Pacific tracks, near the Southern Counties Gas Company. Construction of the building will start immediately.

San Diego—San Diego Smelting and Refining Company has started work on the construction of a \$75,000 smelter on the line of the S. D. & A. Ry., between Twenty-eighth and Twenty-ninth streets. Albert A. Sampson is general manager of the company. The first unit will consist of four rotary oil-burning furnaces with a capacity of four tons of ore an hour per furnace and a one-ton converter.



CHOOSE your motor oil with the same care that you choose your car, for the life of the car depends upon the character of the oil. Cycol is the motor oil free from destructive "sulpho" compounds.

ASSOCIATED OIL COMPANY
Executive Offices

79 NEW MONTGOMERY STREET, SAN FRANCISCO



A rare glimpse of surf from Torrey Pines Grade, near San Diego



San Francisco and the Bay District



FOREIGN TRADE OF SAN FRANCISCO

Serene, indifferent of Fate,
Thou sittest by the Western Gate—

FOR decades those two lines have been lifted from Bret Harte's apostrophe whenever some exhorter felt the need of language that would aptly express his views of the "serenity and indifference" with which San Francisco—according to surface indications examined hastily by the exhorter—was apparently losing place as the commercial premier of the Pacific Coast.

In recent years San Francisco's "indifference" has been most frequently and most caustically mentioned in connection with its possible loss of foreign trade, as first one, then another Pacific port came into prominence by reason of a new shipping service, or a heavy expansion of exports or imports, or a combination of rail-and-water facilities confidently expected to upset channels of ocean commerce.

It has been too easy to accept temporary fluctuations as sure indications of long-time tendencies; to lose sight of the fact that however lethargic public and semi-public organizations may seem with regard to the commerce of the port, individual traders, whose efforts far more than those of trade organizations determine the progress of the port, are not willingly going to lose trade developed through the decades.

San Francisco's traffic with Hawaii and the Orient and, indeed, all the seven seas, may be said to date from 1849, and the position established by three-quarters of a century of traditions and dealings cannot be overthrown in a day.

On the surface San Francisco may indeed appear to be "serene, indifferent of Fate" in respect of its foreign trade. But surface indications are not always safe criteria. The actual figures are better, and they show that San Francisco—with, of course, the ups and downs that accompany every economic movement—is holding her own as the leading port of the Pacific Coast, and is taking, on a long-time curve, a place of increasing importance in the foreign trade of the entire nation.

Never, in any year since the war, has San Francisco cleared less than two-fifths of all the commodities that enter the five customs districts of the Pacific Coast—Washington, Oregon, Los Angeles, San Diego and San Francisco. Never has this port cleared less than two-fifths of the exports. In no year has San Francisco's share of the total trade of the coast been less than 42 per cent.

In the fiscal year ended June 30, 1913, a normal, average pre-war year, San Francisco had 3 per

cent of the nation's foreign trade. Never in the five full years since 1918 has this port had so small a percentage; it mounted as high as 5.01 per cent in 1918, dropped back to 3.23 per cent in 1921, and increased again to 4.61 per cent in 1922. For the first four months of the current year the percentage was 4.20.

The years since the war have been abnormal years in the foreign trade, but they have been abnormal alike for San Francisco and New York and Portland and Baltimore and every other United States port.

Criticism of San Francisco's supposed indifference has been rampant particularly in these years. They have been years of advance in harbor facilities up and down the coast; of spurts of exports or imports in the various customs districts; of unparalleled promotion publicity. And the net result has been that San Francisco has consistently stood its ground—not only that, but in the first four months of the current year was moving definitely toward a larger position in Pacific Coast commerce than it held in 1922.—Monthly Review, Mercantile Trust Co.

SAN FRANCISCO SUBWAY PROPOSED

The State Board of Harbor Commissioners has submitted a proposal to the San Francisco Supervisors seeking their co-operation in the construction of a subway under the railroad tracks in the loop fronting the Ferry building.

The cost of the subway is estimated at \$424,000. Plans provide for a tunnel twenty-two feet wide and thirteen feet high with two traffic paths. The Harbor Board proposes that the State pay one-half, the city of San Francisco one-quarter and the Market Street Railway Co. one-quarter of the cost of its construction.

TWENTY-TWO MILLIONS INVESTED

The Security Bank and Trust Company has made the following compilation of mortgage and deeds of trust transactions in San Francisco for the second quarter of this year, ending June 30:

| | | |
|--------------------------|--------------|--------------|
| 3025 mortgages | \$28,952,918 | |
| 2128 deeds of trust..... | 12,985,356 | \$41,938,274 |

| | | |
|---------------------|--------------|--|
| 1924 releases | \$13,885,605 | |
|---------------------|--------------|--|

| | | |
|--------------------------|-----------|--------------|
| 1093 reconveyances | 5,593,715 | \$19,479,320 |
|--------------------------|-----------|--------------|

| | | |
|---------------------------|--------------|--|
| New capital invested..... | \$22,458,954 | |
|---------------------------|--------------|--|

The business transacted during the second quarter compares very favorably with the same quarter of last year, showing a substantial increase in both the amount of mortgages and deeds of trust recorded. The net amount of new capital invested is over 34 per cent greater.



Oakland

and the Bay Cities



NATIONAL INDUSTRIES ATTRACTED

MORE than seventeen nationally known industrial corporations have established manufacturing plants in the East Bay district during the past few years. Low power rates and deep water shipping facilities are factors which favor this industrial district, and the strategic geographical position in relation to markets, together with a network of rail lines, points the way to the future of the East Bay industrial district.

Included in recent factory establishments are the following: Durant Motor Co., Star Motor Co., Fisher Body Co., Chevrolet Motor Co., United States Light and Heat Corporation, Westinghouse Electric and Manufacturing Co., Sherwin-Williams Paint Co., Peet Bros. Soap Co., Proctor & Gamble, Certainteed Roofing Co., National Lead Co., General Electric Co., Continental Can Co., Libby, McNeill & Libby, The Palmolive Co., H. J. Heinz Corporation, Pacific Coast Shredded Wheat Co.

Oakland—The latest industry for Oakland is the Oakland Foundry and Furnace Co., according to announcement made by the Oakland Chamber of Commerce. The company will engage in the manufacture of hot air furnaces, pipe and pipeless, and will make five standard sizes. These furnaces will be fundamentally built for coal and wood, but will be so constructed as to be easily converted into gas furnaces. The company expects to branch out in the heating appliance field later. It will do special foundry contracts and jobbing.

Alameda—The Alaska Packers' Association has prepared plans for an extensive marine terminal in Alameda, at the foot of Grand street, to cost approximately \$2,000,000. Wharves, piers and warehouses will be constructed.

PORT FACILITIES

THE commissioner of public works in charge of port facilities in Oakland has made a preliminary estimate of \$10,000,000 as the amount necessary for the construction of ten piers in the inner harbor and provide for the building of an embarcadero from San Leandro bay to the outer harbor and for a belt railway which would give access to Oakland's three transcontinental railroads from every pier. A bond issue during the next few months is contemplated.

Development of the outer harbor and a comprehensive improvement program would give to Oakland an important position as a leading port.

FACTS REGARDING CITY OF OAKLAND

Pertinent points relating to Oakland's rapid industrial development and the main reasons thereof, are set forth recently by the Oakland Chamber of Commerce.

Among the striking facts are the following: Total population, Oakland, 265,000; Eastbay, 415,500.

Sixty miles waterfront and 150 square miles ideal industrial land.

Crescent shaped residential plain rising to foothills 1900 feet high.

Inviting home sites for 3,000,000 people.

Great garden and fruit sections of Alameda county within one hour by motor truck.

Oakland is at the mouth of the three great valleys of California, the Sacramento, San Joaquin and Santa Clara.

One-third of California people live within 25 miles, one-half within 75 miles and two-thirds within 150 miles of Oakland.

Three million, five hundred thousand people are within Oakland distribution area.

THE PACIFIC SLOPE DAIRY SHOW

The Pacific Slope Dairy Show will be held in Oakland on October 29 to November 3, and will attract many organizations allied to the dairy industry. Headquarters will be located in the Oakland Civic Auditorium and representative commercial and educational exhibits will be shown which will include State and county displays.

Oakland—Plans for a \$250,000 branch factory to manufacture automobile parts were announced by J. R. Murray, president of the J. R. Murray manufacturing company of Detroit, who was recently in Oakland in quest of a site. A seven-acre tract at the junction of Jones avenue and the Western Pacific railroad property is being considered.



Broadway and San Pablo, Oakland



Sacramento Valley and Northern California



PURCHASES LARGE TIMBER TRACT

THE biggest business deal in the history of Siskiyou county was believed to have been concluded when the Weed Lumber Co. filed a deed to a vast area of forest land in the eastern part of the county, bought from the McCloud River Lumber Co., said to involve \$2,750,000.

The timbered area acquired by the Weed Lumber Co. is in the territory of the company's plant at Weed, said to be the largest lumbering and lumber manufacturing camp in the world, and the purchase of the area means that the company has acquired sufficient material to keep the Weed plant in full operation for the next decade.

The consummation of this deal marks the second big lumber transaction within the past two months, the Pickerings having acquired the Dwinnell holdings in Butte valley, at an outlay of more than \$1,000,000.

Smaller transactions in the county since the first of the year have involved more than \$5,000,000 worth of Siskiyou county timbered property.

STATE FORESTS LEAD

Official figures received from Washington by District Forester Paul G. Redington show that receipts from national forest districts in California during the last fiscal year total more than from any other forest districts in the United States. Gross receipts from all sources total \$1,275,000, which is more than half a million increase over the preceding fiscal year. Of this sum 25 per cent will be returned to the State for the school and highway fund and 10 per cent will be used for the building and improvement of roads in the national forests.

THE DIPSEA HIGHWAY

Organization of the Dipsea Highway Association to promote the Dipsea Highway, leading from Sacramento to the ocean, was effected recently. Placing of signs along the highway, its designation on State maps, routing of tourist travel over the road and the advertising of its scenic beauties will be the object of the association. Stinson Beach, Marin county, is the western terminus of the highway.

Sacramento—The Sacramento Pipe Works will start work shortly on a \$50,000 plant at Sixteenth and North B streets. New equipment will be installed for the manufacture of steel, cast and wrought iron pipe. Present plans call for a structure of one story in height, 150x100 feet.

OREGON TO CALIFORNIA LINE

SANTA ROSA may be on the main line of an interstate railroad, if officials of the Northwestern Pacific Co. proceed with the purported plans for the linking of the two systems across the Oregon line. An automobile trip from Eureka to Grants Pass, supposedly for the purpose of inspecting rights of way said to have been obtained for the proposed extension, was made recently by Charles S. Fee, traffic manager of the Southern Pacific; J. W. Scott, general passenger agent for the company at Portland, Ore., and J. J. Geary, general passenger agent for the Northwestern Pacific Railroad, following a conference among officials at Grants Pass.

A link between the two systems diverting the passenger and freight traffic down by the way of Eureka and Santa Rosa to San Francisco would mean less mileage than the present line by way of Grants Pass through the Sacramento valley and to San Francisco by way of Sacramento, it is claimed.

FIRST SILK HARVEST

The Wyandotte silk farm of the Seriterre Co. is now yielding its first cocoon crop.

The silk worms are now emerging into cocoons which indicate that the experimental stage of the industry is being passed.

With success in sight for the first year's operation, plans are being made for the construction of twelve cocooneries of the same size of the one now constructed at the Wyandotte farms for next year's operation.

Marysville—I. C. Evans, Marysville contractor, was the lowest bidder on the contract to build the proposed auditorium to be erected at Ninth and E streets as a soldiers' memorial. His offer was \$118,940. The awarding of the contract has been postponed, pending the settlement of several details under consideration.

Redding—Contracts have been let by the Board of Supervisors for the building of three reinforced concrete bridges, one across Big Hatchet creek, between Montgomery creek and Burney, will cost \$11,750; another across Little Hatchet creek, on the same road, will cost \$6793. A bridge across Roaring creek, between Montgomery creek and Bend, is to be built for \$2734.



San Joaquin Valley and Central Coast Counties



Development in Fresno and San Joaquin Valley

By HENRY AVILA

Assistant Manager, Fidelity Branch, Pacific Southwest Trust & Savings Bank

ANALYSTS of the economic situation in Fresno and the San Joaquin Valley have more abundant reasons for confidence in the future of this inland empire than during any time since the World War.

Among the causes which have encouraged this opinion are the following: The Sun-Maid Raisin Growers have been refinanced and re-organized and the raisin industry—the basic one in the valley—is on a sounder and healthier status than at any time since the great co-operative marketing association was launched a decade ago.

Business buildings and homes, approximating an expenditure of \$7,000,000, are now under construction and new building records for Fresno in 1923 already are assured. The fifteen-story structure for the Fidelity Branch of the Pacific Southwest Trust & Savings Bank has just been started and will be the champion skyscraper of the city.

Indications are that all the fruit yields will be exceptionally abundant. There will be more apricots and plums harvested this season in central California than ever before. Grapes, raisins, peaches, figs and citrus fruits give the same promise of an overflowing cornucopia. The grain crops have been heralded as the greatest for many years.

Almost for the first time, in years, there seems to be no cloud on the transportation horizon. It seems likely that the greatly reinforced equipment of the railroads will be available so that the perishable and semi-perishable fruit will be sent to the Eastern markets with promptness and dispatch and that there will be no repetition of last year's disastrous transportation dilemma, when considerable fresh fruit rotted on the ground.

The Sugar Pine Lumber Company mill—the largest sugar pine mill in the world—representing an investment of \$8,000,000, is ready to start operations. The new industry will employ 2000 men, one thousand of them at the mill, and will add a \$2,000,000 annual payroll to the county.

One of the largest engineering projects ever undertaken is the hydro-electric system being constructed near Huntington lake, in Fresno county, by the Southern California Edison Co. The completed project will represent a total expenditure

of \$350,000,000—more than the cost of the Panama canal. Eighty-six miles of tunnels are being drilled through solid rock. The horse-power capacity of the finished work will be one and one-fourth million.

The San Joaquin Light & Power Corporation, serving 65,000 consumers in ten counties, with eleven hydro-electric plants and three steam plants generated 451,390,000 kilowatt hours during 1922 as against 70,221,800 kilowatt hours during 1912. During the past ten years the generating capacity of San Joaquin Power has increased from 29,800 horse-power. The number of farm pumping plants irrigating the San Joaquin valley by means of San Joaquin Power has increased from 800 in 1912 to 5100 in 1922. In the last five years more than \$25,000,000 has been invested in new plants, lines and services. During the same period the number of consumers has increased 83 per cent. Among the number of improvements made during



HENRY AVILA

1923 is a ten-story office building under construction in Fresno, at a cost of \$1,000,000.

Fresno is one of the few 75,000 population cities in the United States that are known from one end of the country to the other through systematic and national advertising of their products.

Today, greater Fresno has a population of 83,000. It has doubled in size twice in the last two decades and it is now growing at an unprecedented rate. Eight years ago Fresno's bank clearings were about \$50,000,000. Last year this city stood fourth in the State with clearings of nearly \$300,000,000.

Man co-operating with nature—exceptionally fertile soil and nourishing sunshine—has by irrigation transformed what was once a sandy waste into one of the most prosperous and richest communities in the world. Fresno county, according to the last Government statistics, was the fifth richest agricultural county in the world.

A record for enrollment of new members in State civic organizations was established by the membership department of the California Development Association during the first six months of 1923.



Organization Notes



STATE INDUSTRIAL DEPARTMENT

CHAS. E. VIRDEN, Chairman of the Advisory Committee of the Industrial Department of the California Development Association, has outlined the work of the Industrial Department with the following:

"The wonderful results and possibilities for industrial development in California have made possible a phenomenal natural growth of industries throughout the State in recent years.

"Men of vision in industry who have carefully followed this growth realize that future industrial development in California must be made in conformity with a well planned systematic program; that intelligent effort must be hitched to this natural statewide industrial growth in order to realize a timely and orderly development and establish a definite connection with agricultural development and other established interests in the State, with particular reference to marketing.

"A further result will be the cutting down of production with certain commodities and increasing production along other lines, thus bringing about a well balanced relationship between supply and market demands."

Chas. S. Knight, newly appointed Director of the Industrial Department of the California Development Association, outlined a statewide program of work which, after careful consideration, was approved by the Advisory Committee. A summary of this program follows:

1. A Statewide service to establish industries, including the publishing of a directory of California manufacturers; careful investigation of developments throughout the State, and keeping the industries of the State constantly informed on developments.

2. Co-ordination of State industrial activities which includes a co-operative program with State departments, county and city officials and chambers of commerce, with the view of eliminating as far as possible duplication of service, and making more effective the program for developing the resources of the communities and counties of the State; also to establish proper industrial relations with other States and nations.

3. The development of new industries throughout the State by obtaining as complete information as possible on raw materials; finding favorable locations for factories; obtaining financial assistance for needed industries, improving the markets for California products both at home and in foreign countries.

Following is the personnel of the advisory committee of the Industrial Department of the California Development Association:

F. J. Baker, president, Geo. H. Tay Co.; L. H. Bill, general manager, Fageol Motor Co.; D.

H. Botchford, vice-president and general manager, Columbia Steel Co.; E. W. Clapp, assistant freight and traffic manager, Southern Pacific Co.; F. M. Davidson, general manager, California Cotton Mills; F. B. Drake, president, Johnson Gear Co.; Victor Etienne, president, Cyclops Iron Works; O. H. Fischer, president, Union Gas Engine Co.; R. C. Force, vice-president and general manager, Best Tractor Co.; Walter Haas, vice-president, Levi Strauss & Co.; Ely C. Hutchinson, vice-president and general manager, Pelton Water Wheel Co.; Harry W. Jackson, vice-president and general manager, Jas. Graham Mfg. Co.; W. W. Johnson, president, Union Construction Co.; A. H. Jungenell, general manager, C. A. Hooper & Co.; Jas. B. Keister, vice-president and general manager, National Lead Co.; Andrew Kerr, manager, Steiger & Kerr Stove & Foundry Co.; J. W. Mason, president, Western Pipe & Steel Co.; Jas. H. McDonough, president, Mutual Biscuit Co.; Constant Meese, president, Meese & Gottfried Co.; Philip H. Patchin, exec. to president, Standard Oil Co.; George Scott, general manager, Durant Motor Co. of Calif.; James Traverse, vice-president, Pacific Coast Shredded Wheat Co.; W. C. Williams, superintendent, Chevrolet Motor Co.; Chas. B. Woodruff, secretary, W. P. Fuller Co.; Chas. E. Virden, president, Virden Packing Co.

ORGANIZATION SERVICE

THE Organization Service Department of the California Development Association was organized November 15, 1922, for the purpose of serving California communities in the maintaining of properly financed and well-balanced chambers of commerce. This work is done on a cost basis, without overhead charge.

To date eight communities have been successfully organized, namely, Manteca, Madera, Santa Cruz, Blythe, Tracy, Monterey Peninsula, San Leandro and Lodi, and have secured the following results:

| | |
|--|-----------|
| Total population, eight communities..... | 39,900 |
| Average population per community..... | 4,990 |
| Total memberships secured..... | 2,680 |
| Average memberships per community..... | 335 |
| Total finances | \$104,500 |
| Average income per organization..... | \$13,062 |

This places these organizations in a position to aggressively cope with local civic affairs and to assist in the solution of larger State problems. Reorganization campaigns are now being conducted in Benicia and the Moraga valley.

Clark Spiers of Seattle, the youthful golf wonder of the Northwest, who this year captured the British Columbia amateur golf championship—the first man from the United States to win this honor—joined the membership staff of the California Development Association on July 23.

California Industrial Exposition

THE Third Annual California Industries Exposition will be held in the San Francisco Civic Auditorium from November 17 to December 2 of this year. The first meeting of the exposition officers has been held, and President Angelo J. Rossi announced the selection of the various committees.

Anthony A. Trempe was reappointed for the third time as general manager. The two previous expositions were most successful under Trempe's direction, and his selection as manager this year met with the general approval of the several hundred manufacturers and exhibitors that annually participate in this show.

The exposition is given by the Central Bureau and Program Committee of San Francisco organizations, of which the California Development Association is a member. President Charles W. Helser will represent the association on the exposition board.

Application for exhibit space is now being made at the offices of the exposition, which are located in the Auditorium.

The California Industrial Exposition is not a profit-making proposition, but is conducted for the general industrial welfare of the city and State, and manufacturers are finding this annual show an efficient and economical advertising medium for their products. Many of San Francisco's largest industries have already applied for space and will install working exhibits, which are much desired by the exposition.

The following are the organizations in charge.

California Development Association, San Francisco Advertising Club, San Francisco Chapter, American Institute of Banking; Apartment House Owners and Managers' Association, San Francisco Association of Credit Men, San Francisco Automobile Trade Association, Bar Association of San Francisco, Builders' Exchange, Building Owners and Managers' Association, San Francisco Bureau of Governmental Research, Civitan Club, Butchers' Board of Trade, Civic League of Improvement Clubs and Associations, San Francisco Commercial Travelers' Association, San Francisco Community Service Recreation, San Francisco Convention and Tourist League, San Francisco County Council of the American Legion, San Francisco County Medical Society, Down Town Association, Electrical Development League, Foreign Trade Club, San Francisco Greeters, California Housing and Building Institute, International Association of Lions' Clubs, Kiwanis Club of San Francisco, League for the Conservation of Public Health, Lumber Association of San Francisco, San Francisco Musicians' Club, California Hotel Association, One Hundred Per Cent Club, Printers' Board of Trade, San Francisco Real Estate Board, San Francisco Restaurant Association, Retail Dry Goods Association, Rotary Club of San Francisco, Golden Gate Council No. 80, Van Ness Avenue Improvement Association, Valencia Street Association.



San Francisco Civic Auditorium



The Bell Marble Quarries

CALIFORNIA marble is taking a conspicuous place in the State's building construction, and where New England and imported marbles were at one time preferred, the native marble is now specified by builders because of its fine grain and delicate pattern tracings. California marble takes a fine polish and pressure tests with actual use show it to have superior qualities for interior as well as exterior construction.

The Bell Marble Quarries of Columbia have for several years carried on extensive operations on their property in Tuolumne county about five miles from Sonora. The Bell deposits of light vein marble are exposed on the surface for a distance of 1000 feet and a width of over 500 feet. The known depth of the deposit is 500 feet, but according to geological strata in the neighborhood the depth of this marble will run much greater than 1000 feet. The deposits of the light blue and dark blue marble are so extensive that it may fairly be said that they are practically inexhaustible. On the basis of only 500 feet in depth a conservative estimate of Bell marble would show twenty-five million cubic feet yet to be quarried.

Large quantities of marble have been shipped from the Bell quarries which have found places in

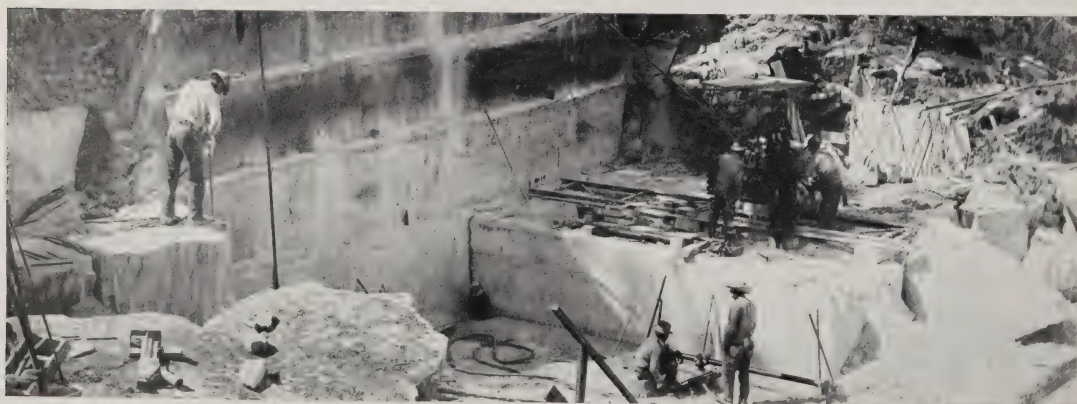
some of the most substantial buildings of Los Angeles and San Francisco as well as other cities of the Pacific Coast. The equipment at the quarries is very complete and, with a railroad shipping point only five miles distant over a gentle slope from the loading point, the company occupies a strategic position for economical handling of its product.

The company is planning to erect a complete sawing and finishing plant to meet the demands of builders. The plant will be equipped with six saw mills with a capacity of approximately 6000 cubic feet per month. With coping and polishing equipment, builders will be supplied with finished slabs and blocks to meet every building requirement.

CALIFORNIA'S MINERALS

There are fifty-one minerals of commercial value being mined in the State of California, the greatest number and variety found in any community in the world, according to State Mineralogist Lloyd L. Root.

Gold, silver, and copper production in the State is less than \$21,000,000, while the value of the State's entire mineral output is nearly \$250,000,000.



Quarrying high grade marble near Sonora, Tuolumne County.

THE RAILROAD SITUATION

(Continued from Page 5)

Having sliced off seven or eight billions from the valuation he would then use this as a basis for rate-making. In short, La Follette would do precisely what every sensible man never has wanted done: base the valuation on stocks and bonds, throwing the railroads pell-mell into Wall Street, cutting down by 37 per cent the net returns the Government declares they are entitled to have, and saving the public probably about 6 per cent in rates and fares.

But this would not be the end. To cut 37 per cent off the net returns of our railroads would mean bankruptcy for virtually all of them—certainly for enough of them to disrupt our whole transportation system—and thereby create a situation in which the people would be made to believe government ownership unavoidable.

Moreover, Senators La Follette's and Brookhart's plan would stir up once more the feeling of uncertainty and insecurity in business from which we have only recently escaped. Nothing is more timid than capital, nothing more responsive to the evil influences of radicalism than business. Legislation affecting adversely the purchasing power of railroads is communicated immediately to almost every form of industry. This purchasing power means more than two billion dollars a year, normally, distributed through many industries, giving employment to millions. Destroy it and we have 'hard times.'

Let me assure you that the managers of our great railroads, and of little ones also, have just one chief objective: Service. If they fail in this they cannot hope to earn the fair profits the owners of the roads have a moral and legal right to expect. It would require no very drastic investigation by the public to learn that always in the forefront, emphasized day after day by the executives, is this one great purpose: Service.

Let us admit that selfishness is back of it, if it give any comfort to the critical. But what do you care? What you and everyone else wants is service, and our railroad managers have no higher purpose in life than to give it. Isn't this true of every business which hopes to succeed? Isn't it true, especially, where the net return annually is so low that every penny must be nursed? In return for the best they can give, the railroads ask only for fair and square consideration accorded other industries—nothing more.

The biggest taxpayer in any community usually believes himself entitled to at least an equal chance with other citizens, but he doesn't always get it. The fact that he really is the biggest contributor to paying the cost of government often brings him grief. I wonder whether the average person knows how much our railroads pay annually to the Government, Federal and State? The railroads of California alone paid about \$12,000,000 in taxes in 1922, and they will pay that much or more this year.

Pretty good citizens. In 1922 the Class 1 railroads paid taxes amounting to \$305,000,000! This was an increase for our Western roads of about 275 per cent over 1913. It was \$835,000 a day! It was about \$17,000 every thirty minutes, taxes! It took 28 per cent of the net operating income to pay the bill. This was money collected from the people in rates and fares, and handed back to them in taxes to help pay the cost of running this country. How many persons ever realize that if the Government owned these railroads their taxes—the people's—would be just this much higher? Governments do not tax themselves, of course.

Why is it these so-called Progressives—La Follette and Brookhart and Couzens—direct their attacks always upon the railways' net return, when it must be plain to every intelligent man that if we are to have any substantial reductions of rates, the operating expenses and taxes must be reduced? Logically, there can be only one answer to this problem: These men have always been avowedly for government ownership, and they know perfectly well that the successful private management of railroads would be rendered absolutely impossible under the legislation they advocate.

The people favor private ownership and management of the railways, subject to a fair policy of regulation. The executives do not resent fair and sensible regulation. They know it is necessary. They want the Transporta-

(Continued on Page 28)

WEATHER CONDITIONS DURING JULY

By George H. Willson, Meteorologist

UP TO this writing, July 25, 1923, fair and pleasant weather has prevailed in California during July. The temperature has been somewhat below the normal in the interior and slightly above near the coast. This condition has delayed the ripening of some crops and allowed a better development than would have been the case if the weather had been warmer. There has also been less fog and strong westerly winds in the coast sections than usual.

Harvesting grain and deciduous fruit crops are progressing, and in some sections the former has been completed. Canneries are running full blast on peaches and apricots and large shipments of these fruits are moving to Eastern markets.

Grapes are making good progress and some Thompson seedless have been shipped from the San Joaquin valley.

Industrial plants, buildings, highways, public grounds, parking places, etc., should be harmonized with modern landscape gardening.

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Mr. M.H. Sloane, Manager,
California Development Association,
Ferry Building, Calif.
Dear Sir:

Mr. Wishon gave away his copy of the July issue of the California Journal of Development, which you so kindly sent him, and he wonders if you could extend your kindness further by sending him another copy.

Also, he asks that our district manager Mr. D.L. Wishon, of Bakersfield, be put on the mailing list to receive the magazine regularly, handling the charges in the customary manner.

Thanking you,
Yours truly,

Oliver L. Shook
Secretary to the General Manager

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A SKETCH OF A. L. RICHMOND

By L. J. BURRUD

AS a civil engineer on railroad construction in Pennsylvania and later in Colorado, the westward course of A. L. Richmond has been fraught with big projects. The establishment of the Barbara Worth hotel in Imperial Valley and the organization of the chamber of commerce at El Centro are some of his past accomplishments. He was recently elected to the directorate of the California Development Association.



A. L. RICHMOND

A biographical sketch of an individual usually sets forth the things which he has already accomplished, but Californians are interested, not so much in what he did yesterday, as what he does today. And so, in talking about A. L. Richmond, owner of The Arlington at Santa Barbara and creator of Arlington Lodge, "The Inn-in-the-Woods" at Lake Arrow-

head, I am going to tell what A. L. Richmond is doing today for the advancement of California and for the happiness of the travelers who visit this "Playground of the World."

The Arlington Hotel of Santa Barbara, with its old Spanish atmosphere of hospitality and good cheer, is too well known to need comment. What Mr. Richmond has provided for the comfort and convenience of his guests in Santa Barbara is but the fulfilment of an obligation left by the Dons, that those who tarry in this Community of Contentment should radiate cheer and hospitality.

But Mr. Richmond has gone further. He has created a recreational center in a mile-high mountain environment which embraces every outdoor activity of mountain, forest, lake, and stream the "year 'round." Mr. Richmond visioned a modern hotel, metropolitan in convenience but world-old in dignity and atmospheric treatment. Accordingly, an old time chateau, fashioned after the feudal castles of early Normandy, was built. Here man may come and find an unusual, colorful structure which, for artistic beauty and pleasing charm, stands alone. Arlington Lodge, "The Inn-in-the-Woods," is different, for in it have been instilled the kindly hospitality and cheery welcome of its owner.

What A. L. Richmond has done before matters little, but what he is doing today for California is the thing worth while; for here he has created an institution which brings international recognition to California as the "Playground of the World," and by the beautiful furnishings, unrivaled cuisine and unobtrusive service of Arlington Lodge, Mr. Richmond has founded an institution where delightful environment and charming hospitality will call travelers to the glorious beauty of Lake Arrowhead in Arrowhead Woods.

San Francisco—G. W. Burnett has awarded a contract for the construction on an eight-story class A apartment house which will cost approximately \$200,000.

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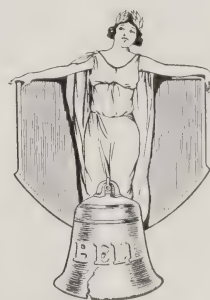
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THE RAILROAD SITUATION

(Continued from Page 25)

tion Act to have a test under normal conditions. They believe that under it they can develop the roads to the point necessary to meet every demand.

Their confidence in the people is shown by the fact that they have arranged to spend more than one billion, five hundred and twenty-five million dollars this year for new equipment and other facilities. They spent more than four hundred and forty millions last year. They are trying to prepare for big crops, heavy traffic. They hope to be ready for the business. I don't believe the people will let these plans be spoiled.

Within the last two years the railroads have reduced their operating expenses \$70,000,000 a month, and in January and February of this year they were \$48,000,000 less than in the same months of 1920 under Government operation, although the railroads are paying higher average wages, higher prices for coal, and hauling more business than under Government control.

The railroads earned \$200,000,000 less for their owners in 1922 than in 1917. They paid out \$930,000,000 more in wages to their employees in 1922 than they did in 1917. Commenting on these facts, the 'Railway Age' reports that about twenty of the principal leaders of the railway labor unions participated in the recent 'Progressive' conference on valuation of railroads in Chicago, and declared that the 'leaders of the railway labor unions certainly showed remarkable effrontery in participating in a meeting held for the purpose of making the public believe the net return the railways are allowed to earn is responsible for the fact that rates higher than those charged five years ago might be maintained.' It is important to know that in 1917, before any substantial advances in rates were made, railway employees received \$4.41 in wages for every 1000 tons of freight carried one mile by the railways in serving the public. In 1922 railway employees received \$7.90 in wages for every 1000 tons of freight carried one mile by the railways, an increase in five years in railway wages, in proportion to the freight service rendered, of almost 80 per cent. On the other hand, in 1917 the net operating income earned by the railways for their security owners was \$2.48 for every 1000 tons of freight carried one mile, while in 1922 it was only \$2.29, a substantial decline.

THE STATE FAIR

(Continued from Page 11)

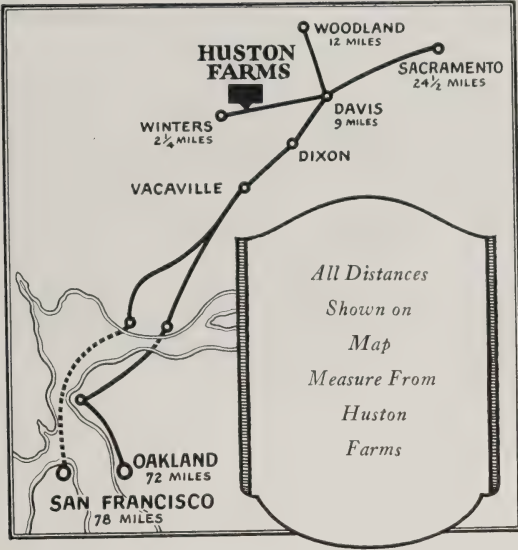
way for the forthcoming exposition, under the direction of Secretary Charles W. Paine.

Among the big special features to be shown this year will be machinery of all kinds. The farm power machinery, which has come into general use in this State within the last few years, will furnish a most interesting exhibit. Farm machinery of all kinds, as well as farm implements, will be shown in greater variety and more extensively than ever before.

The mining exhibit, which will be put on here by Lloyd Root in co-operation with the mining department of the Sacramento Chamber of Commerce, will also show the latest mining machinery. There will be stamp mills, etc., which will be in operation, showing the practical side of that phase of the industry. The State Mining Bureau will also have a mineral collection in its exhibit, symbolizing the original industry of California's pioneer wealth.

BARITE DEPOSITS

Promise of the development of a new industry in the Graniteville district is indicated in the exploring of a deposit of barite upon the Spanish mining property, owned by F. W. Bradley. Six men are now at work under the direction of C. Leisner of San Francisco.



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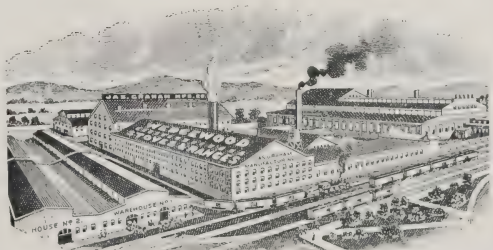
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